26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION DECEMBER 24, 1956 35¢ PER COPY

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21.8% Auto Dominance

Market figures prove families living in WXEX-TV Grade B area spend 21.8% more on autos* than families in Grade B area of any other RICHMOND market TV station

*Automobiles, tires, batteries, accessories

Source: Sidney Hollander Associates

Amount Spent on Autos by Grade B Area Families

WXEX-TV	$170,145,000
Station B	$139,070,000
Station C	$139,691,000

WXEX-TV

Tom Tinsley, President

NBC BASIC—CHANNEL 8

Irvin G. Abeloff, Vice Pres.

National Representatives: Select Station Representatives in New York, Philadelphia, Baltimore, Washington.

Forjoe & Co. in Chicago, Seattle, San Francisco, Los Angeles, Dallas, Atlanta.

A Merry Christmas and a Happy New Year from KVTV'S TALENT TEAM

homemaker

Jan Voss

Hostess on KVTV's Open House and the *Homemaker* home makers rely on—with sales results to prove it.

FORECAST:
TODAY
CONT
90
62

weatherman

Conrad Johnson

Mr. Weather in the 3-state KVTV area. Continually sponsored, 5 days a week, by the same advertiser for over three years.

DARD
STANDARD

news editor

Austin Schneider

Consistently first with the *News* in Sioux City. A news show that lends authority to your sales message.

women's feature editor

Marge Hinshaw

"At Home" with Marge Hinshaw is filled with helpful "how-to's" for homemakers, women's news, fashions, and decorating ideas that make sales and faithful listeners.

sports editor

Les Davis

Dean of sportscasters in the rich Siouxland Market and an outstanding sports figure in his own right.

CANYON KID
CLUB

cowboy

Canyon Kid

Jim Henry, the genial Kid's Kowboy with a faithful retinue of sidekicks. Sioux City's only daily children's participation show.

Dominant in all Departments*

NETWORK	SYNDICATED	PERSONALITIES
Top 20 Network shows	Top 11 Syndicated shows	All of the top 39 local live shows

* *Aug. '56 Sioux City Telepulse*

CBS • ABC

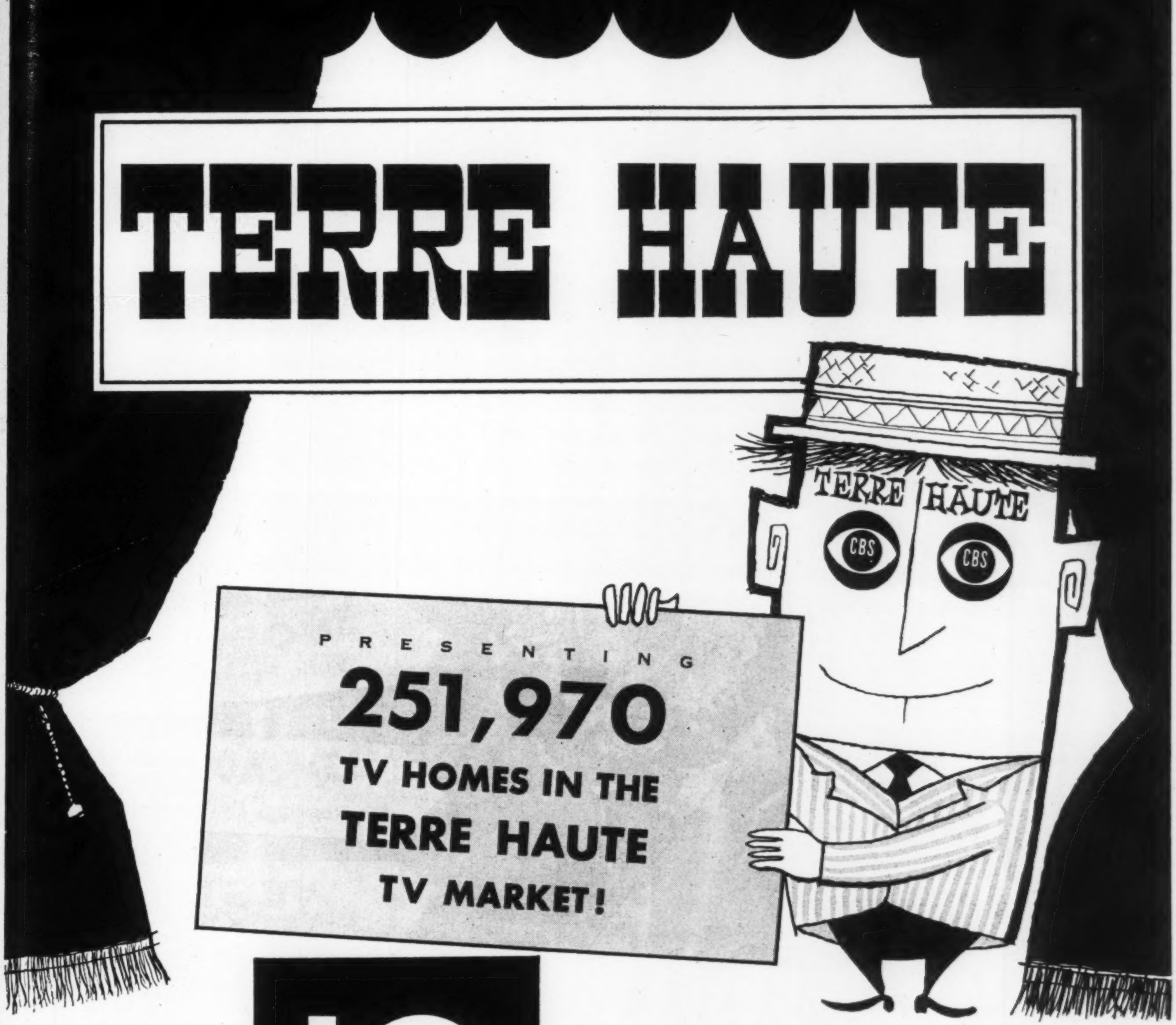
KVTV
Channel 9

SIOUX CITY, IOWA

A Cowles Station. Under the same management as WNAX-570, Yankton, South Dakota. Don D. Sullivan, General Manager.

See Your Katz Representative

INDIANA'S 2nd LARGEST TV MARKET


TERRE HAUTE
TERRE HAUTE
CBS
CBS
PRESENTING
251,970
TV HOMES IN THE
TERRE HAUTE
TV MARKET!

10 CBS TELEVISION

WTHI-TV

TERRE HAUTE, INDIANA

CBS, NBC, and ABC Television Networks

BOLLING CO.
NEW YORK
CHICAGO
BOSTON
SAN FRANCISCO
LOS ANGELES

T.M.—CBS-TV

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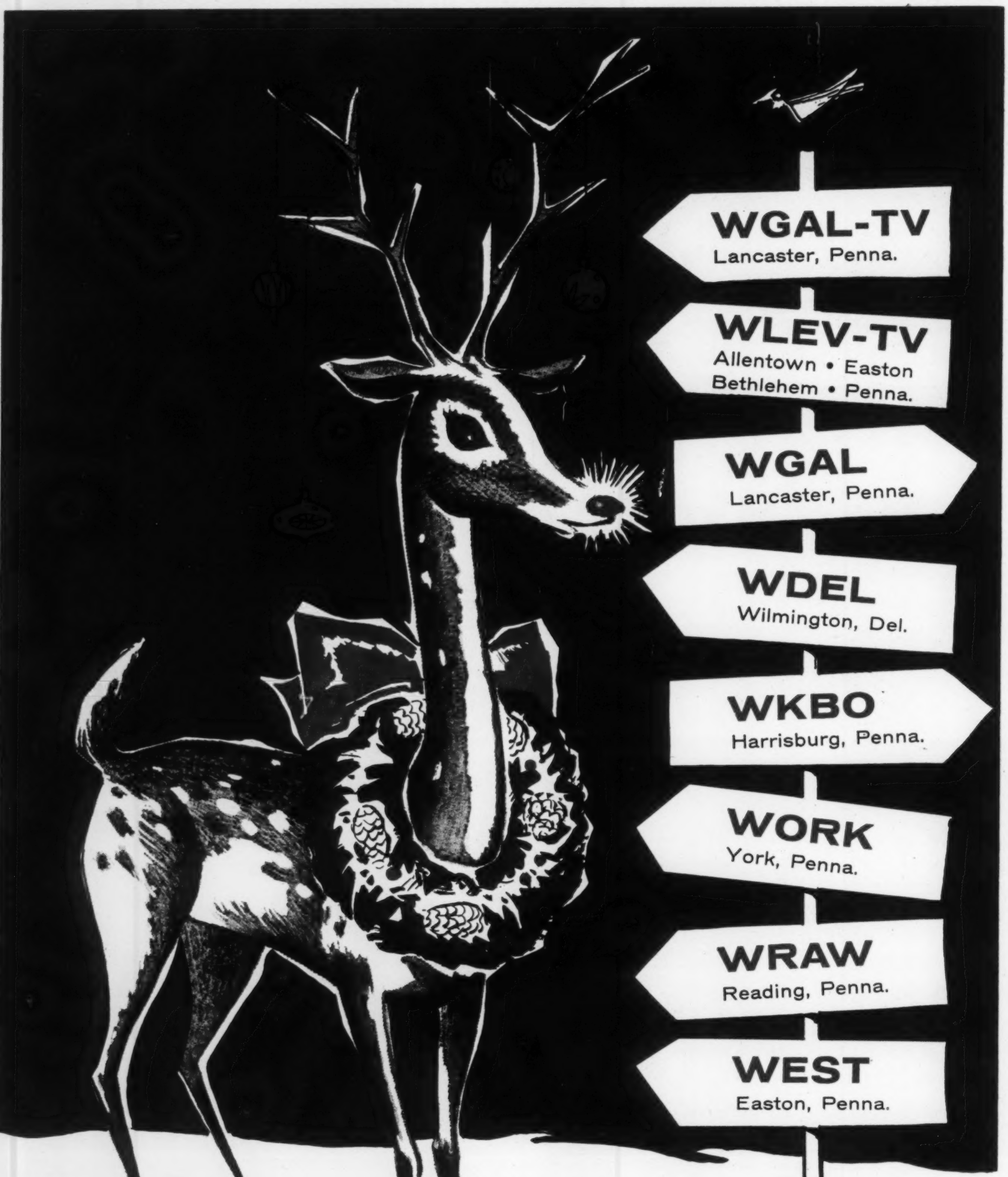

WGAL-TV
Lancaster, Penna.
WLEV-TV
Allentown • Easton
Bethlehem • Penna.
WGAL
Lancaster, Penna.
WDEL
Wilmington, Del.
WKBO
Harrisburg, Penna.
WORK
York, Penna.
WRAW
Reading, Penna.
WEST
Easton, Penna.

Merry Christmas to all
and to all a good year

STEINMAN STATIONS
Clair McCollough, Gen. Mgr.

closed circuit.

$23 MILLION FOR 1 • That's price placed by corporate owner on his vhf station in major market (one of first ten) in last few weeks. While there was no deal, it's understood $23 million price could be supported based on earnings. Biggest price so far paid for tv outlet was Westinghouse $10 million purchase of WDTV (TV) Pittsburgh, now KDKA-TV, in Jan. 1955.

B•T

NBC RADIO is on verge of selling second half of its projected hourly five-minute newscast series. It's being considered by Brown & Williamson Tobacco Co., through Ted Bates agency, and decision is expected this week. Other half already sold to Bristol-Myers in transaction representing $2.1 million net annual billing to NBC.

B•T

COLOR COSTS • Size of RCA's investment in color television due to be pointed up shortly in public release—for first time —of actual figures on sales, losses, etc. Brig. Gen. David Sarnoff, board chairman, is preparing statement which will show RCA took overall net loss of more than $6.5 million on color this year (counting color programming costs and advertising of color, as well as developmental and training expenditures). He looks for modest profit on color sets and color tubes in last half of next year, and after that expects all color tv to become substantially profitable. RCA 21-inch color set sales to date total more than 100,000 (company is shooting for more than twice that in 1957), and total factory billing price of color sets and color equipment sold up to now comes to almost $60 million.

B•T

CHARLES WILLIS, former special assistant at White House, is due for big job at Ruthrauff & Ryan. Since leaving Eisenhower staff, Mr. Willis has been consultant to W. R. Grace & Co. He'll join R&R as financial vice president and assistant to President F. Kenneth Beirn.

B•T

TEST CASE • Hollywood film producers and distributors are figuring ways to exploit high ratings scored by feature films on KTTV (TV) Los Angeles. Newly issued Pulse report for November put KTTV's Friday night *Colgate Theatre* (using MGM movies) ahead of all competition and station's nightly presentation of other films from same library well into top 10 multiweekly network and local shows. Film interests are particularly watching for favorable Colgate reaction which they can use to quote to other national advertisers who are prospects for spot film buys.

B•T

CRAVATH, Swaine & Moore, New York law firm which has represented CBS Inc. in its legislative hearings in Congress (Magnuson and Celler Committee hearings last session) also has been retained by CBS for representation in music-copyright and certain other fields. Bruce Bromley, senior partner, is personally handling representation.

B•T

LONG WAY OUT • Solicitor General J. Lee Rankin has said no to FCC's desire to take Shreveport, La., ch. 12 case to U. S. Supreme Court. Last October, FCC was told to reopen vhf hearing to take into account death of Don George, principal owner of successful KSLA-TV Shreveport [B•T, Oct 8]. FCC at argument before lower court contended vigorously that death of Mr. George came long after final decision was rendered, but court remanded case from bench. Commission lawyers, discouraged, feel this means some cases may never be brought to legal conclusion without long litigation.

B•T

ANNOUNCEMENT will be made this week of appointment of Millard F. French, who served as an FCC examiner from 1953 to 1955 and since has been on FCC legal staff, to return to examiner staff. He is native of Beckley, W. Va.

B•T

FULL VIEW • Upon instruction from FCC, staff is drawing up proposed order which would provide for "spectrum analysis" down to 25 mc. This order, which probably will be adopted next month, would widen already-in-work above 890 mc. study. Study is deemed necessary because of pending petitions from industrial and other users for more spectrum space, plus preparatory work for 1959 International Telecommunications Conference. One question is whether best interests would be served by opening entire spectrum or only selected portions.

B•T

ALTHOUGH commercial tv spot activity at Warner Bros. is on upswing, Hollywood movie major has delayed opening of New York tv office until after holidays because proposed manager for agency film field became unavailable at last moment. As result, Chicago office appointment has been postponed since New York manager will make selection.

B•T

FULL EXPOSURE • There's more than curiosity involved in ch. 3 WISC-TV Madison, Wis., request for books of Madison uhf stations—which was denied by FCC last week. Basic element in asking that FCC issue *subpena duces tecum* is belief that whole deintermixture proposal is predicated on economics (uhf stations can't make out vs. vhf outlets), and that brings it into common carrier classification. Thus, WISC-TV thinking goes, Commission consideration should treat matter like common carrier rate case, examine books, check rate cards, salaries paid principals, advertising contracts, ets., etc. Commission said request could be resubmitted at later proceeding.

B•T

TEX AND JINX (Falkenburg) McCrary's interview programs on WRCA New York, station fixtures since 1946, may soon be syndicated. Tex & Jinx office in New York reportedly has set up syndication branch headed by former executive producer Jerome M. Landay. Deal, said to be currently under negotiation by NBC Spot Sales with major radio advertiser, would provide for strip of programs that would include excerpts of interviews with government and diplomatic people and show business stars. Series would be placed for domestic and foreign distribution.

B•T

GOLF ON TV • There's more than pure golf competition in matches being played by big name stars at Arizona Biltmore in Phoenix. Pete DeMet, Chicago tv producer and automobile executive, is filming two 13-match all-star golf series for 1957, available for tv sponsorship, and reportedly has General Motors, Ford and certain brewing interests interested, presumably for network series to be scheduled this spring.

B•T

MR. DEMET, who completed filming of first cycle of 13 Dec. 6, hasn't yet decided on time and place for second cycle. Six cameramen required more than six hours for first few matches but final match took five hours and he expects to get timing down to four hours—not much longer than normal match. All cameras will be on jeeps or trucks with hydraulic lifts.

B•T

MANANA • FCC Comr. Rosel H. Hyde plans to fly to Mexico City second week in January to sign U. S.-Mexico treaty on radio frequencies. He was scheduled to leave last week, but slight hitch (nothing major), with intervening Christmas holidays, made new timetable advisable and acceptable to Mexican opposite number.

B•T

WHAT is believed to be first non-network European office for broadcast entity (even in combination with newspaper) being established next month by Washington Post Co. stations (WTOP-AM-FM-TV Washington; WMBR-AM-FM-TV Jacksonville). Murray Marder, veteran staff correspondent, will establish headquarters in Manchester Guardian *Building, London, and, under present plans, do one to one-and-a-half minute daily dispatches for broadcast operations to be transmitted by telephone, in addition to his* Washington Post *copy.*

CALENDAR
1957
CALENDAR
1956

Time to throw out the old Minneapolis-St. Paul radio data, too!

There's a new listen in the Twin Cities. Audience patterns have changed drastically. And Storz Station programming is *responsible*. Hardly a factor less than a year ago—WDGY is now a major factor in any Twin Cities advertising campaign. It's very nearly unanimous: Hooper, Pulse, Nielson and a host of Twin Cities advertisers agree—WDGY has the big audience for those big results. Make sure you buy Minneapolis-St. Paul with the *new* data . . . which your nearest Blair man, or General Manager Steve Labunski will cheerfully supply.

WDGY

50,000 watts and a nearly
perfect-circle daytime signal

MINNEAPOLIS-ST. PAUL

The Storz Stations

Today's Radio for Today's Selling

TODD STORZ,
President

WDGY Minneapolis-St. Paul	**WHB** Kansas City	**WQAM** Miami	**KOWH** Omaha	**WTIX** New Orleans

Represented by John Blair & Co.

Represented by Adam Young Inc.

at deadline

TIME INC. GETS BITNER PROPERTIES, PAYS $15,750,000 FOR 3 TVS, 3 AMS

TIME INC. becomes owner of radio and television stations in Indianapolis, Minneapolis-St. Paul and Grand Rapids (subject to usual FCC approval) with acceptance last Friday of its $15,750,000 bid for assets of Consolidated Television & Radio Broadcasters Inc. by Harry M. Bitner Sr., president, and his board. Bitner acceptance is subject to approval of Consolidated stockholders by two-thirds vote.

While details still were to be cleared up, announcement was made by Mr. Bitner of favorable action at special board meeting in Princeton, N. J. Excluded from sale is WFDF Flint, Mich., which will be retained by Bitner group. Involved are WFBM-AM-TV Indianapolis, WTCN-AM-TV Minneapolis-St. Paul, WOOD-AM-TV Grand Rapids and two subsidiary companies, Lansmore Corp., (real estate firm) and Artists Inc.

Time Inc. made its bid, along with others, after Crowell-Collier proposal for acquisition of properties, plus WFDF, for $16,200,000 had foundered, only to be followed by folding of remaining Crowell-Collier publications, *Collier's* and *Woman's Home Companion* (story page 62). Purchase price exceeds by few cents $20-per-share guarantee made by Crowell-Collier.

Corollary transaction, necessitated by FCC's multiple ownership regulation, will be sale of KOB-AM-TV Albuquerque by Time Inc.

Time Inc. bid was submitted Dec. 12 for package, minus WFDF. There had been other bids for individual properties, including one from Harold Gross, president of WJIM-AM-TV Lansing, for Grand Rapids properties, and from Meredith Publishing Co. for Minneapolis-St. Paul properties. Weston C. Pullen Jr., Time Inc. vice president, was in charge of negotiations for his organization.

Wayne Coy, former FCC chairman, president and general manager of Albuquerque operations and 50% owner of stations, is expected to move to Indianapolis in charge of the WFBM operations upon transfer of the stations. So far as is known, no immediate changes in management of other Consolidated stations is contemplated.

Time's bid provided for $125,000 down, equal amount when contract is signed, and $14,892,-800 on closing. Remaining $607,200 would be held in escrow.

Contract provides that present network affiliations shall remain intact with no cancellation notices. It is understood assurances were received from NBC that affiliations in Indianapolis and Grand Rapids will continue and from ABC that Minneapolis-St. Paul affiliation would not be affected for usual contract terms.

Contract provides also that if within eight months of stockholders' approval FCC shall have failed or refused to grant written consent or if final order is not subject to either administrative or judicial review, either buyer or seller may terminate agreement upon five days notice.

Included also is five-year covenant against competing directly or indirectly in radio or tv within 75 airline miles radius of three cities other than as stockholder in corporation listed on national securities exchange. Covenant ap-to Messrs. Bitner Sr. and Jr.

If agreement terminates, Bitner will return $250,000 deposit to Time, but if Time is in material breach of contract and if Bitner is not, Bitner would retain deposit as "liquidated damages." Agreement specifies that Howard E. Stark is recognized as broker for Time Inc. and is entitled to commission and that Reynolds & Co., through Vice President Robert Palmer, stock exchange members is broker for Bitner.

Geare-Marston, R&R Merge; Billings Now $40-45 Million

MERGER of Geare-Marston Inc., Philadelphia and New York, with Ruthrauff & Ryan, New York, being announced today (Mon.) by G-M's president, Norman W. Geare, and R&R President F. Kenneth Beirn. The $7 million agency ($2 million in broadcast billing) will operate as division of R&R by keeping corporate name, will boost Ruthrauff & Ryan into $40-45 million billing category.

Heavy on industrial accounts, Geare-Marston brings to Ruthrauff & Ryan such principal accounts as American Cyanamid Co. (Lederle Labs and fine chemical divs.), Johnson & Johnson's Personal Products Div. (Jonny Mop), Caloric Appliance Corp. (stoves), Budd Co. (Continental-Diamond Fibre Div.), Electric Storage Battery Co., Pennsylvania Salt Mfg. Co. and Valspar Corp. (paints). Geare-Marston, also serving Strawbridge & Clothier, Philadelphia, is credited with starting saturation tv spot campaigns for local department stories. Ruthrauff & Ryan has offices in Houston, Chicago, Cincinnati, Dallas, Detroit, Los Angeles, St. Louis, St. Paul, San Francisco, Seattle and Washington, D. C.

Reprieve for Tv Set Makers

TELEVISION receiver manufacturers Friday received six-month extension to put into effect power line interference limits on all new tv sets. Limitation—100 microvolts—is effective on all models made after Dec. 31, with requirement that limit for frequencies between 3 and 25 mc be put into effect on all new models made after June 30, 1957, and on all receivers manufactured after Dec. 31, 1957. The deadlines, listed in Sec. 15.68(c), had been six months earlier in each instance.

SIX FOR 'TONIGHT'

SIX newsmen for NBC-TV *Tonight* series under new format named Friday by network (early story, page 58). They are—New York: Hy Gardner, *New York Herald Tribune;* Bob Considine, Hearst INS; Earl Wilson, Post-Hall Syndicate. Chicago: Irving Kupcinet, *Chicago Sun Times.* Los Angeles: Vern Scott, United Press, and Paul Coates, *Los Angeles Mirror-News.*

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see ADVERTISERS & AGENCIES, page 29.

COFFEE CAMPAIGN • American Home Foods (G. Washington coffee), N. Y., looking for availabilities in 25 markets from Maine to Baltimore and west to Ohio in order to line up 36 radio stations in time for 12-week spot drive starting Jan. 7. Agency: Charles W. Hoyt, N. Y.

BUSY AT BURNETT • Considerable spot activity reported Friday at Leo Burnett Co., Chicago, for Pure Oil and Marlboro cigarette accounts. Plans underway for radio-tv spot drives by Pure in 10-12 markets for six weeks starting about Jan. 18, to be followed by another eight week campaign. Spots to run about 20 per week per market. Drive kicks off Pure Oil's 1957 advertising schedule, reportedly to represent in excess of $1 million for broadcast media by regional oil firm. Marlboro campaign details unknown but said to involve heavy spot radio schedule.

BEANS BUYING • Heinz camp side beans buying radio spot announcement campaign to start Jan. 14 in 16 markets for seven weeks. Maxon Inc., N. Y., is agency.

BACK TO SPOT • Ex-Lax Inc., N. Y., which has sponsored several daytime serials on CBS Radio, is expected to drop them and return to spot radio and television buys early next year. Warwick & Legler, N. Y., is agency.

'LIFE' SATURATES • *Life* magazine, N. Y., placing saturation spot announcement schedule for one week starting Jan. 21 in nearly 20 *Life* radio and tv markets. Young & Rubicam, N. Y., is agency.

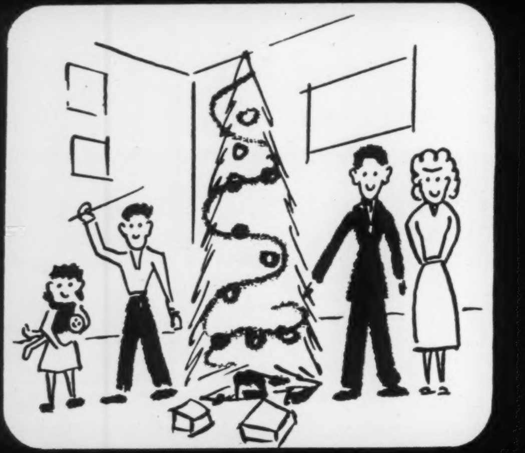
PAPER BUSINESS • Hudson Pulp & Paper Co., N. Y., buying four-week radio spot announcement campaign starting Jan. 6 in about half-dozen markets. Norman, Craig & Kummel, N. Y., is agency.

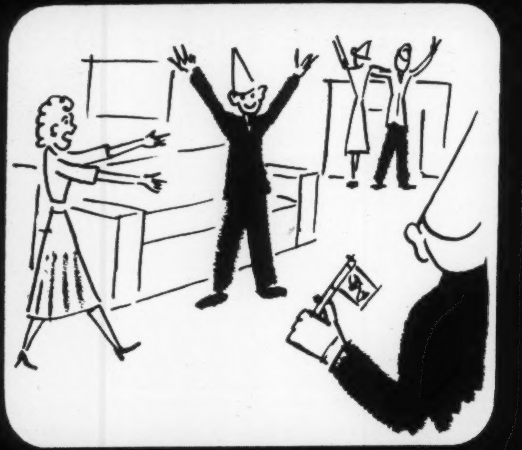
STRAWS FOR R&R • Flav-R-Straws Inc., Mt. Vernon, N. Y., which has been allocating its nearly $1 million budget almost entirely in broadcasting, is expected to appoint Ruthrauff & Ryan, N. Y., as agency sometime this week. Account has been serviced by Dowd, Redfield & Johnstone, N. Y. George Wolf, R&R radio-tv vice president, has been working on special nine-hour cartoon spectacular on WABD (TV) New York to be sponsored by Flav-R-Straws tomorrow (Tues.).

FARM SPOTS • Merck & Co. (chemicals), Rahway, N. J., getting ready for new market year by lining up schedule of small farm market radio stations in 12 areas for Nicarbazin, poultry antibiotic. Campaign to start in January, running indefinite length of time. Charles W. Hoyt, N. Y., is agency.

TESTING • Monticello Drug Co., Jacksonville, Fla., which has been serving Negro market

Continues on page 9





AD MAN POPS ON IN CENTER OF HIS FAMILY ON CHRISTMAS MORNING

WHEN-TV NARRATOR:

"Merry Christmas,

FLIP OVER TO SAME AD MAN IN NEW YEAR'S EVE SCENE

and a Happy New Year!"

KANSAS CITY
KCMO RADIO 810 kc. CBS
KCMO TV Channel 5 CBS

SYRA
WHEN RADIO 620 kc. CBS

PHOENIX
KPHO RADIO 910 kc. ABC
KPHO TV Channel 5

OMAHA
WOW RADIO 590 kc. CBS
WOW TV Channel 6 CBS

Represented by KATZ AGENCY INC. — JOHN BLAIR & CO. BLAIR TV, INC.

MEREDITH *Radio and Television* STATIONS

affiliated with Better Homes and Gardens and Successful Farming magazines

at deadline

Seaboard Fails in Motion To Force Franco Bond

MOTION by Seaboard Drug Co. to require that Carlos Franco Assoc., New York, put up $200,000 bond to protect Seaboard's interests and stockholders in agency's double suit against drug manufacturer and Grant Adv. [B•T, Dec. 10], was denied Friday by New York Supreme Court Judge Irving A. Saypol. Judge Saypol said "defendant fails to set forth any facts to show that the undertaking already filed will not be sufficient for its purposes. The mere conclusory statement that the attachment (warrant of attachment by Franco impounding Seaboard's account at Chemical Corn Exchange Bank and customer levies) has caused damage to defendant's business reputation does not justify such relief." Mr. Franco told B•T: "We have just scored our first victory." Counsel for Seaboard could not be reached Friday for comment.

WGN-TV Called Timid by 'News'

Chicago Daily News, owned by John S. Knight interests (newspapers, station properties), Friday accused WGN-TV there of "excessive timidity" and "yielding to protests" in cancelling Martin Luther film (story, page 62). In editorial, *News* saw "no good reason" why movie shouldn't be seen on television, "assuming it to be a reasonably authoritative version" of reformer's life. Flurry could be "most easily resolved," editorial added, "by voting citation to tv station for excessive timidity."

WNHC Becomes ABC Basic

WNHC New Haven, Conn., will join ABC Radio as basic affiliate Jan. 6, it was announced Friday by Roger W. Clipp, vice president of radio-tv div., Triangle Publications Inc., owner-operator of station, and Edward J. DeGray, ABC Radio's station relations director. Other Triangle stations affiliated with ABC Radio are WFIL Philadelphia and WHGB Harrisburg, Pa. Station operates on 1340 kc with 250 w.

Three More Uhfs Give Up

THREE more uhfs came to end of line last Friday, two which got on air and went off and one which never got on. FCC deleted for lack of prosecution ch. 21 WIRK-TV West Palm Beach, Fla., and ch. 29 WOTV (TV) Richmond, Va. In letter to FCC ch. 20 WAAB-TV Worcester, Mass., asked Commission to dismiss without prejudice station's application for extension of time to construct, contending that prospects for survival were "extremely hazardous." WAAB-TV reiterated request that ch. 3 Hartford, Conn., be allocated to Worcester area.

NABET, KOBY Settle Strike

ELEVEN-WEEK NABET strike at KOBY San Francisco settled, according to union and David Segal, station operator. Four engineers and one announcer, NABET members, returned to station and four announcers at station are to join union. Announcers to get $150 per week. Contract allows combination men first year and establishes union shop.

BREAK FOR HUNGARY

STATION BREAKS with Balkan accents. That's way WRCA-AM-TV New York officials described series of unique Christmas messages scheduled for two stations past weekend and Christmas Day. Reading 20, 30, and 40 second station breaks were Hungarian refugees newly arrived at Camp Kilmer, N. J., for their first U. S. Christmas. Spots were recorded at refugee processing center at Kilmer.

Judge Bars Shorthand Notes In California Kidnap Trial

CALIFORNIA JUDGE Friday refused to allow KFMB-TV San Diego secretary to take shorthand notes of testimony in kidnap trial. Day before, Judge John A. Hewicker of State Supreme Court stopped station from using stenotype operator to take testimony, and earlier [B•T, Dec. 17] had threatened to cite newsman Harold Keen for contempt for interviewing witnesses out of court. Longhand notes would be permitted.

After barring note-taking by secretary (Mrs. Lou Throop, secretary to Station General Manager George Whitney), judge told Mr. Keen that if he wanted to force showdown, he could "go to court and have me reversed." Station did not indicate if it would.

Judge said that if reporters want record of trial they must wait for publication of official court transcript, and pay for it.

On other side of issue, Judge Hewicker said Friday that Mr. Keen could interview witnesses, but only after they had been excused by court.

WBKB (TV) Cancels Pro Ball Film

WBKB (TV) Chicago, caught in middle of new National Football League squabble, decided Friday to cancel film of controversial Bears-Cardinals game Saturday "for reasons beyond our control." Decision stemmed from Commissioner Bert Bell's ruling to Cardinals that one hour film could not be run with editorial commentary or stills defending team's claim of rule infractions. Commissioner's office reportedly also urged WBKB not to run movie lest it be "party to controversy." Film is understood to be one submitted to Commissioner Bell with Cardinal's official protest. NFL has been beset past fortnight with "dirty football" charges.

More Service by Trendex

EXPANDED SERVICES announced Friday by Trendex. Firm plans to provide special "retabulation" of actual ages and sex of viewers to specific programs in addition to its regular audience composition report now published three times in year. Also to be added is data on "flow of audience," showing percent inherited from previous program, from competing networks and from homes in which set was turned on during program. At same time, Trendex will increase its half-hour sample from 800 tv homes called to 1,000 tv homes called in that half-hour period. Trendex also reported it is offering quantitative surveys based on homes owning tv set capable of receiving telecasts in color.

PEOPLE

EMERSON (TIM) ELLIOTT, vice president and media director, Fletcher D. Richards, N. Y., to Ogilvy, Benson & Mather, N. Y., Jan. 2, as director of media, succeeding **JAMES J. McCAFFERY,** recently elected senior vice president of OB&M.

JACK NEWELL, media buyer, BBDO, N. Y., transferred to agency's Los Angeles office as media director.

ROBERT N. CLARK Jr., partner in Wank, McDonald & Lee, San Francisco, to Doherty, Clifford, Steers & Shenfield, N. Y.

THOMAS W. REDSTONE, formerly in sales with WNRC New Rochelle, N. Y., and Northwest Airlines, N. Y., to sales staff of Joseph Hershey McGillvra, N. Y., station representative.

HILDA BARNES, W. R. Simmons & Assoc., and **JAMES K. HARELSON,** Paul H. Raymer Co., Chicago, to Grey Adv. as project director in marketing and research and television producer, respectively.

PAUL STODDARD, account executive, KABC-TV Los Angeles, to sales staff KTLA (TV) there.

PAUL MASTERSON, for 15 years radio-tv announcer newscaster for ABC Western Div., to KABC-TV Los Angeles Jan. 1 as account executive, giving up program duties.

• BUSINESS BRIEFLY

Continued from page 7

with 666 cold preparations, 666 balm and 666 malaria preparations, currently testing new cold remedy in two southern markets. New pharmaceutical product will be introduced in mid-1957 or later. Charles W. Hoyt is agency.

FRITOS FOR BREAKFAST • Frito Co. (Fritos snack food), Dallas, buys three weekly five-minute segments of ABC Radio's *Breakfast Club,* Mon.-Fri., 8-9 a.m., for 13 weeks effective Feb. 4. Agency: Tracy-Locke Co., same city.

'CLOCK' SET BACK • Hazel Bishop will move *Beat the Clock* out of its Saturday, 7-7:30 p.m. EST period on CBS-TV and into Friday, 7:30-8 p.m. slot, on Feb. 1, replacing *My Friend Flicka,* which Colgate-Palmolive will drop. Network has not indicated show it will place in spot vacated by *Clock.* Hazel Bishop's move prompted by second show it will be sponsoring *(On Your Own)* on Saturdays, 10:30-11 p.m. EST, on CBS-TV. Raymond Spector Co., N. Y., is Hazel Bishop's agency; Lennen & Newell, N. Y., is C-P's.

'PRESS CONFERENCE' MOVES • Corn Products Refining Co., N. Y., moving its *Press Conference* on ABC-TV from 8:30-9 p.m. to 5:30-6 p.m. Sundays, effective next Sunday. *It's Polka Time* (co-op) will move from Tuesday, 10-10:30 p.m., into slot vacated by Corn Products. C. L. Miller, N. Y., is Corn Products' agency.

Transistor Radio for DuMont

ALLEN B. DUMONT Labs Friday announced having entered transistor portable radio field with new Transistor model, said to feature six times volume of ordinary transistor radios and twice volume of many standard portables. New radio, retailing at suggested list price of $89.95, now is being shipped to DuMont distributors.

the week in brief

NEW ALLOCATIONS PLAN

Comr. Craven proposes dropping area restrictions, allocating purely by engineering standards; plan seen as permitting at least 25 new vhf stations 27

SPOT BILLINGS OF TOP AGENCIES

B•T's annual analysis of radio-tv spot timebuys of top 40 agencies in use of broadcast media 29

SPOT RADIO SALES SOAR

SRA figures show this year running 20% better than last, with spot radio time sales estimated at $150 million for the year; 1957 expected to top 1956 35

GIMMICKS AND GIVEAWAYS

Can be a virtue but often are a vice, Gordon McLendon and Bob Leder tell RTES timebuying and selling seminar 36

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Four San Francisco independent radio stations form Bay Area Independent Broadcasters Assn., engage attorney to conduct negotiations with AFTRA 48

REBELS WIN L. A. ELECTION

AFM Local 47 climaxes year-long rebellion by electing anti-Petrillo slate of officers for '57-'58 50

NEW FACES FOR FCC?

Possibility that Chairman McConnaughey and Comr. Lee may return to private life starts speculation as to successors; Ellsworth and Clinton mentioned 51

STORER'S TWO-FRONT ACTIVITY

Seeks waiver of FCC multiple ownership rule to permit acquisition of ch. 3 KSLM-TV Salem, Ore., and asks Airspace Panel to approve tower site of WMUR-TV Manchester, N. H. .. 52

FELLOWS ASKS SEC. 315 REPEAL

NARTB president tells Special House Campaign Expenditures Committee that "equal political time" clause prevents, rather than encourages, maximum broadcast coverage of issues and candidates 53

AB-PT BORROWS $60 MILLION

Will use money to pay off existing debts of $37 million and to finance further growth in television, Goldenson tells stockholders 58

CBS-TV TAPING GODFREY

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*Reg. U. S. Patent Office

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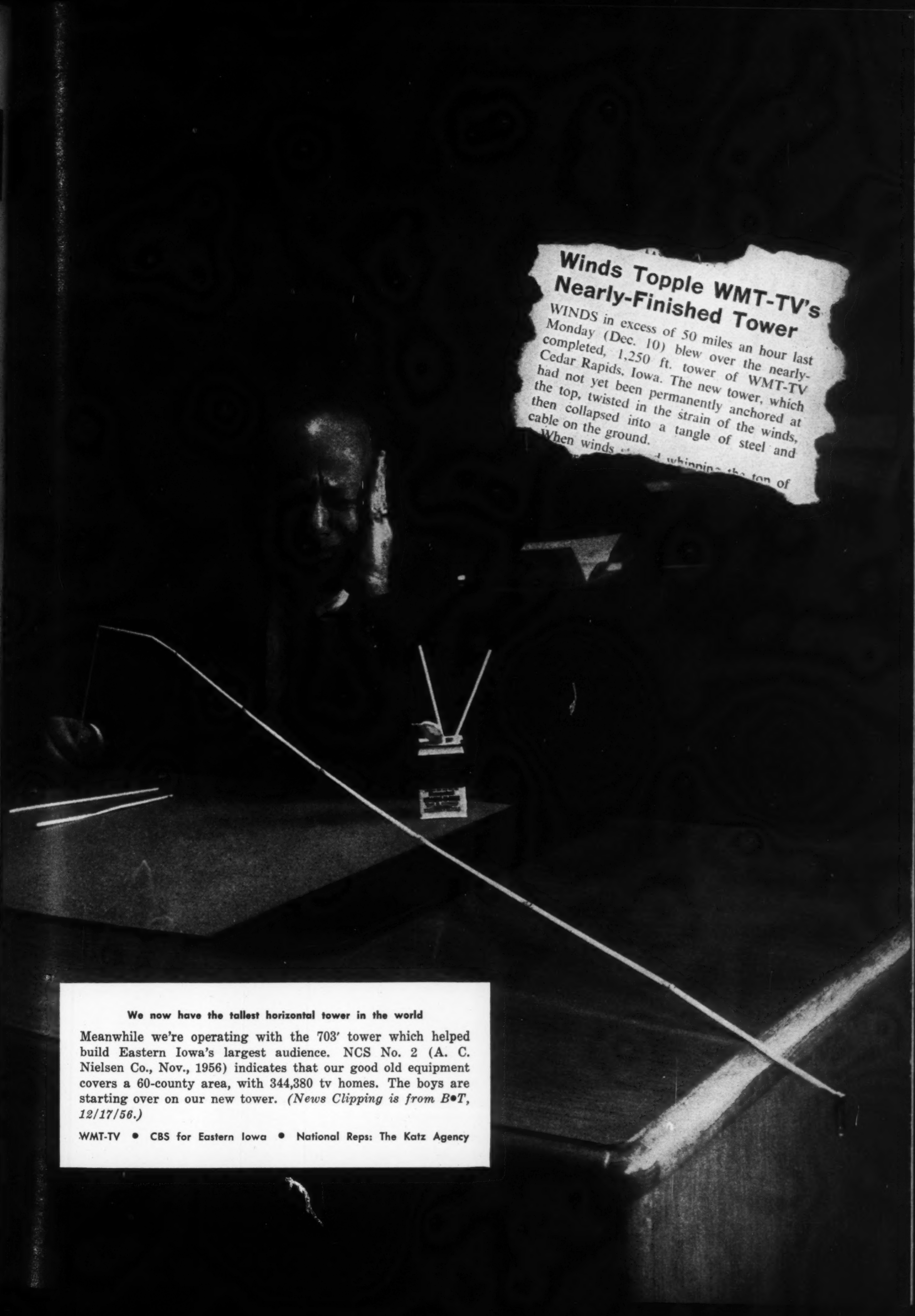


Winds Topple WMT-TV's Nearly-Finished Tower

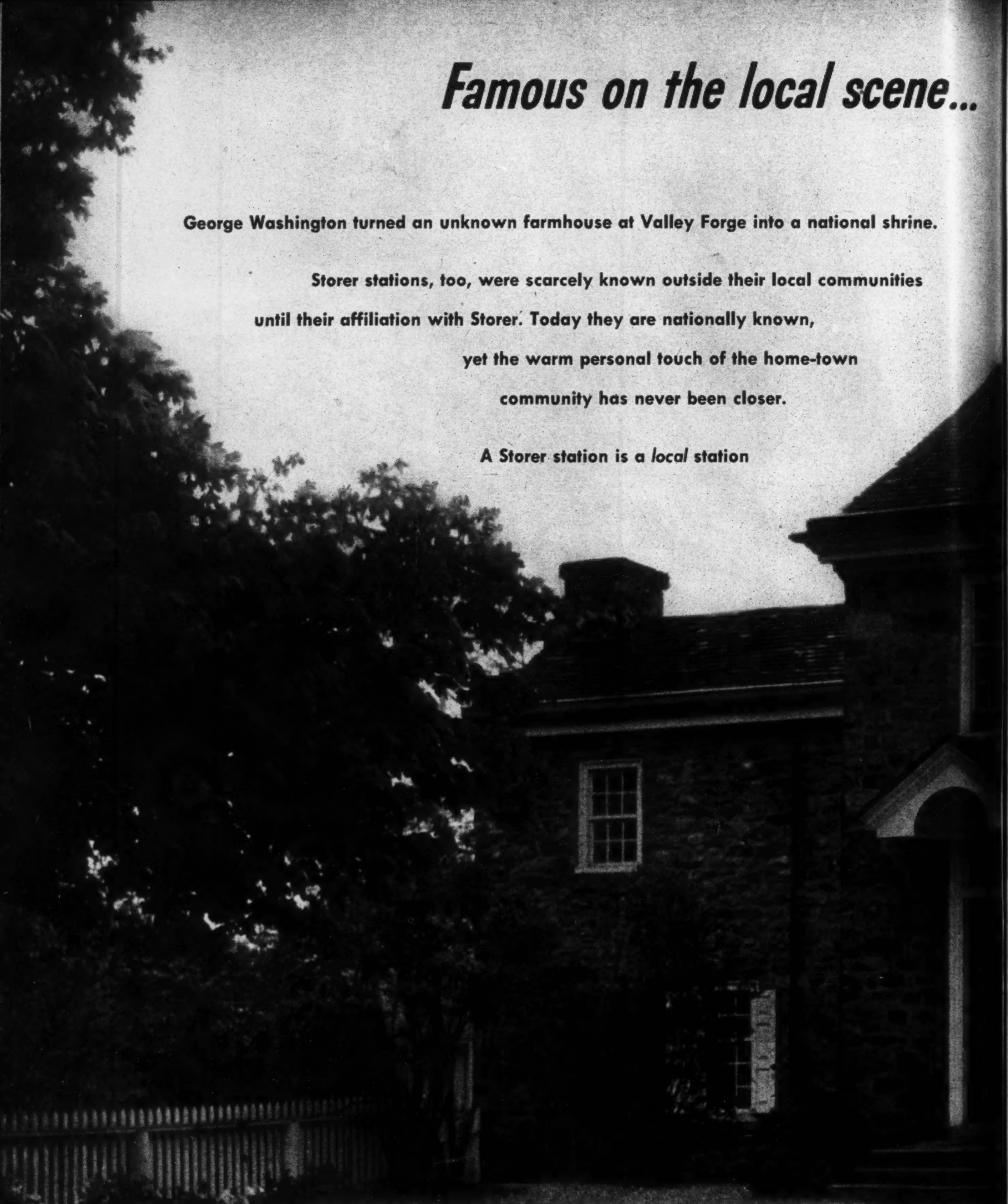
WINDS in excess of 50 miles an hour last Monday (Dec. 10) blew over the nearly-completed, 1,250 ft. tower of WMT-TV Cedar Rapids, Iowa. The new tower, which had not yet been permanently anchored at the top, twisted in the strain of the winds, then collapsed into a tangle of steel and cable on the ground.

When winds [illegible] whipping the top of

We now have the tallest horizontal tower in the world

Meanwhile we're operating with the 703′ tower which helped build Eastern Iowa's largest audience. NCS No. 2 (A. C. Nielsen Co., Nov., 1956) indicates that our good old equipment covers a 60-county area, with 344,380 tv homes. The boys are starting over on our new tower. *(News Clipping is from B•T, 12/17/56.)*

WMT-TV • CBS for Eastern Iowa • National Reps: The Katz Agency



Famous on the local scene...

George Washington turned an unknown farmhouse at Valley Forge into a national shrine.

Storer stations, too, were scarcely known outside their local communities until their affiliation with Storer. Today they are nationally known, yet the warm personal touch of the home-town community has never been closer.

A Storer station is a *local* station

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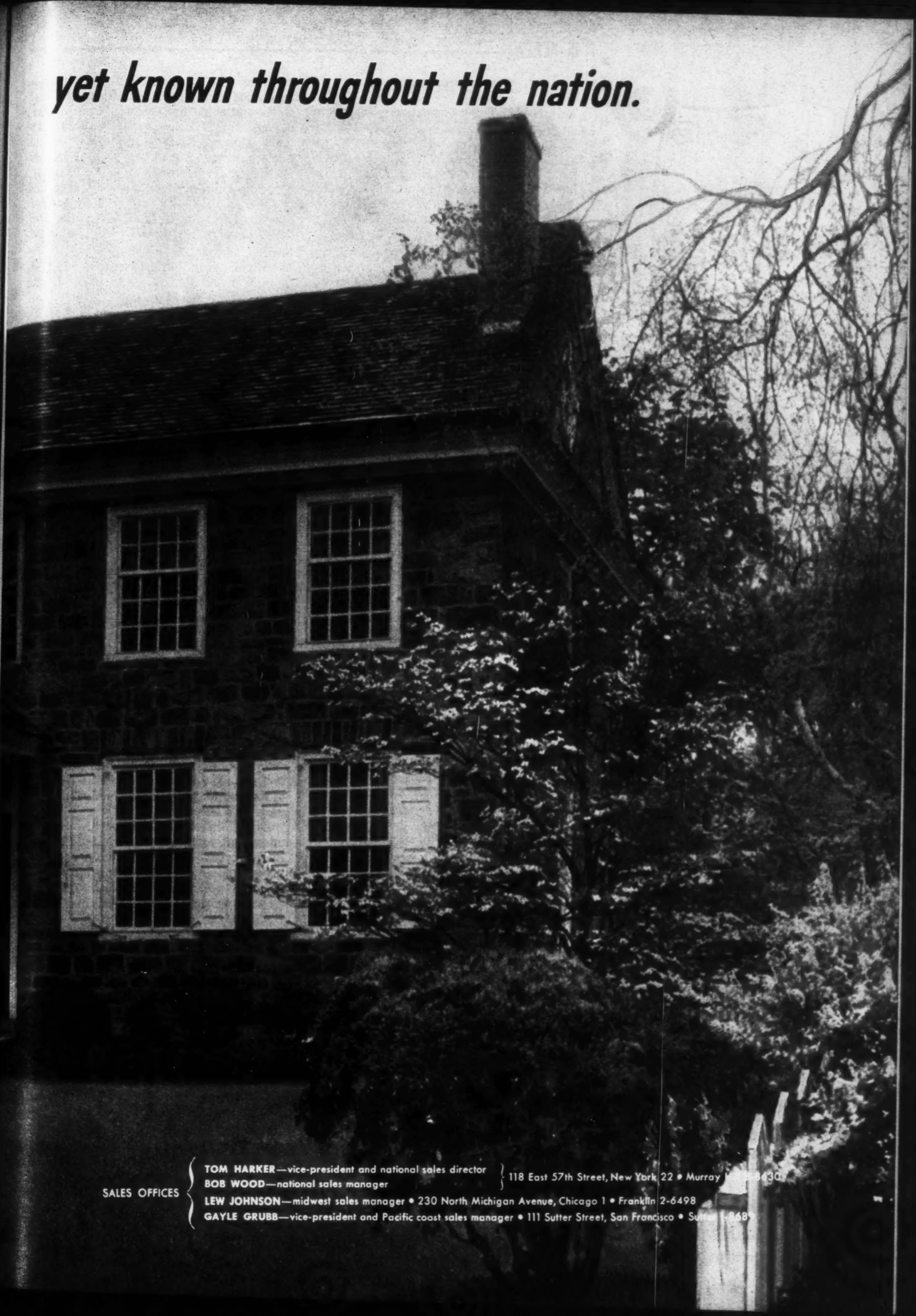
WAGA-TV Atlanta, Ga.
WBRC-TV Birmingham, Ala.
KPTV Portland, Ore.
WGBS-TV Miami, Fla.

WSPD Toledo, Ohio
WJW Cleveland, Ohio
WJBK Detroit, Mich.
WAGA Atlanta, Ga.
WBRC Birmingham, Ala.
WWVA Wheeling, W. Va.
WGBS Miami, Fla.



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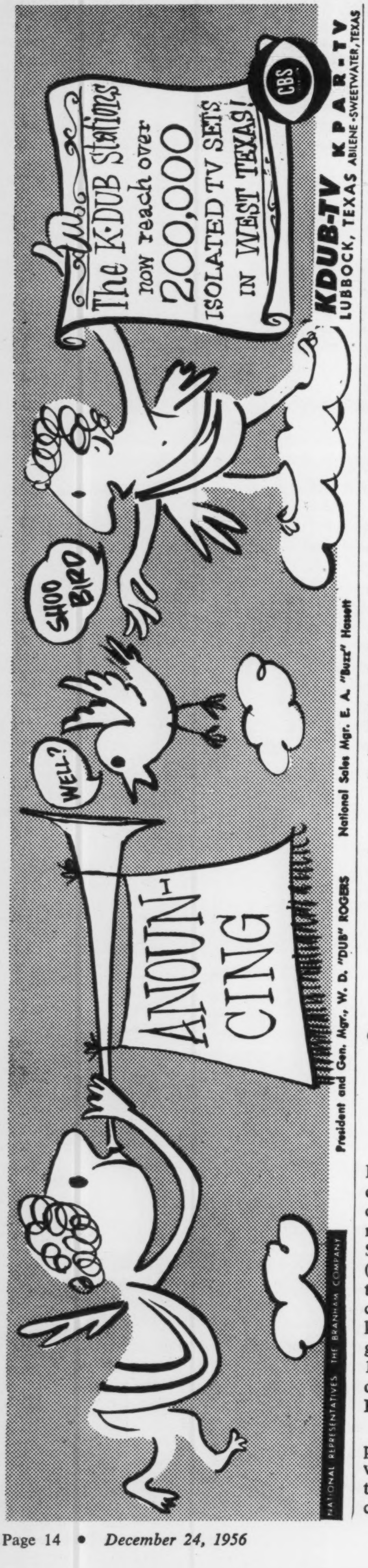
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President and Gen. Mgr., W. D. "DUB" ROGERS National Sales Mgr. E. A. "Buzz" Hassett
NATIONAL REPRESENTATIVES: THE BRANHAM COMPANY

THE LITTLE FOXES

THE NAME Greer Garson has always been synonymous with Mrs. Miniver, the late Jan Struther's British housewife who maintained a stiff upper lip so convincingly throughout the MGM film of the same name. We're happy to report that this is still so, either because of or despite Miss Garson's appearance on last week's *Hallmark Hall of Fame.*

In her efforts to portray Regina Giddens, the bitchy heroine of Lillian Hellman's scathing portrait of post-Civil War southern society, "The Little Foxes," Miss Garson not only maintained that stiff upper lip—she bit right through it. Game girl, but let's face it, no one—least of all a darling of sophistication—could out-venom Tallulah Bankhead or Bette Davis, both of whom perfected the role a decade or so ago. To quote one viewer, "It would seem Miss Garson's Southern accent was lent her by NBC's Special Effects Dept."

On the credit side of the ledger, a salute to associate producer-adapter Bob Hartung who, with a keen editorial skill and an obvious appreciation for the play, fitted the story into the 90-minute slot without trimming too much. In the acting department, Miss Garson notwithstanding, Sidney Blackmer, though no Charles Dingle, lent sufficient maturity to the part of Ben Hubbard to take the spotlight away from such accomplished actors as Franchot Tone, Eileen Heckart and E. G. Marshall.

Production costs: Approximately $130,000.

Sponsored by Hallmark Cards Inc., Kansas City, through Foote, Cone & Belding, Chicago, on NBC-TV, Sunday, Dec. 16, 7:30-9 p.m.

"The Little Foxes", an original play by Lillian Hellman, adapted for tv by Robert Hartung. Executive producer: Mildred Freed Alberg; producer-director: George Schaefer; assoc. producer-director: Mr. Hartung; scenery: Otis Riggs; costumes: Noel Taylor; program supervisor: Joseph Cunneff; unit manager: Brice Howard; technical director: Robert Long.

Cast: Greer Garson, Franchot Tone, Sidney Blackmer, E. G. Marshall, Eileen Heckart, Peter Kelley, Lauren Gilbert, Mildred Trares, Lloyd C. Richards, Georgia Burke.

CAN DO

REVERSING the trend of quiz shows to demand more and more expert knowledge on the part of their contestants, *Can Do* demands no knowledge whatever. To win up to $50,000 in cash on NBC-TV's Monday night (9-9:30 p.m.) series, all that is necessary is to guess, several times, whether or not a celebrity will be able to perform a more or less difficult stunt and to guide him in each guess the contestant is given the results of 100 experimental runs of the stunt conducted by the American Standards Testing Bureau.

On the Dec. 17 telecast, the series' third program, Florida realtor Robert Sullivan won $12,500 by guessing correctly that the team of Debbie Reynolds and Eddie Fisher could not complete 10 volleys on a mutilated pingpong table, could make two goals on a rollerskate hockey court against a mechanical goalie and could not score four out of five baskets from a swing, and that Rory Calhoun, Hollywood actor and archer, could put arrows into six of ten 10-inch targets at 40 feet. Tonight (Monday, Dec. 24) Mr. Sullivan will decide whether to keep his $12,500 or to try to increase it by further guesses. The public had the last guess, that *Can Do* would not do. It goes off next month.

Production costs: Approximately $25,000.

Sponsored by Revlon through C. J. La Roche on NBC-TV, Monday, 9-9:30 p.m. EST.

Producer: Tom Naud; a Phillip production based on idea by Joe Cates and Elroy Schwartz; m.c.: Robert Alda.

TO TELL THE TRUTH

UNLIKE the *Can Do* procedure, the new CBS-TV quiz show, *To Tell the Truth,* puts both its guests and its panelists through a rigorous round of mental exercise, as the four panelists endeavor to find out which of three individuals claiming the same name is the genuine article.

In *To Tell the Truth,* the true man must do so; the two phonies can lie as much as they please to keep the panel confused. The panel, given a number of biological facts—he was once a Fuller Brush man, he taught high school biology, etc.—got a total of five minutes, broken into 30-second sequences, in which to question the trio. Then the panelists by ballot, and the studio audience, by pressing buttons on the chairs, indicated their selection of the real Mr. X.

Just how difficult that was is indicated by the first night's score, when the four panelists—songstress Polly Bergen, newscaster John Cameron Swayze, actress Hildy Parks and comedian Dick Van Dyke—and the majority of the audience (whose vote counted as one) failed to cast a single vote for either of the two real individuals appearing on the program's telecast.

Despite its complications, which at times threatened to throw master of ceremonies Bud Collyer, *To Tell the Truth* opened with an entertaining half-hour for the viewing audience, which may be a sign for a run as long as that of its illustrious model, *What's My Line?*

Production costs: Approximately $30,000.

Sponsored by Pharmaceuticals Inc. through Edward Kletter on CBS-TV, Tuesday, 9-9:30 p.m. EST.

A Goodson-Todman production; producer: Gil Fates; director: Franklin Heller.

Panel: Polly Bergen, John Cameron Swayze, Dick Van Dyke and Hildy Parks.

SEEN AND HEARD

The old adage about the worst overacting coming from non-actors asked to act out their real life jobs on stage or before a camera was proved all over again last Tuesday, when Marlo Lewis, John Wray and other *Ed Sullivan Show* staffers portrayed themselves at work in the hilarious burlesque of their own program on the *Phil Silvers show.* There was nothing amateurish about

Will Atlanta's 1,000,000 people of 1961 be buying your brand...or your competitor's?

In less than five years Atlanta's current metropolitan area population of 869,014 will have surpassed a million.

This market of a million, however, will not be wooed and won in 1961. Consumer acceptances being built today will determine Atlanta's brand leaders of tomorrow. Your promotion dollar will go further today than it will tomorrow. Your opportunity, therefore, is twofold.

Immediate profits and growing dividends are open to you through WSB Radio and WSB-TV. Stake out your claims now on the South's largest radio and television audience.

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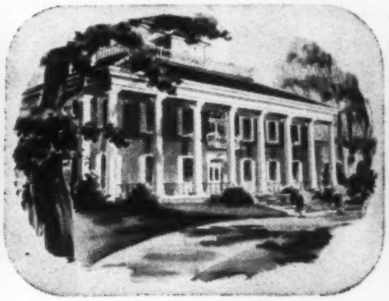

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ATLANTA

"White Columns" is the home of WSB Radio and WSB-TV in Atlanta

. . . Sunday

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SUNDAY
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9 A.M.-10 A.M.

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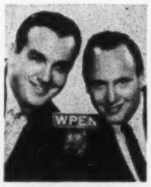
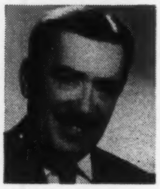


CAL MILNER & LARRY BROWN
1 P.M.-7 P.M.

ART RAYMOND
2 A.M.-5 A.M.

JULES RIND
News throughout the morning



BILL FARREN
News throughout the day

BILL SMITH
News throughout the evening

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Monday and Always

RED BENSON NOW ON WPEN

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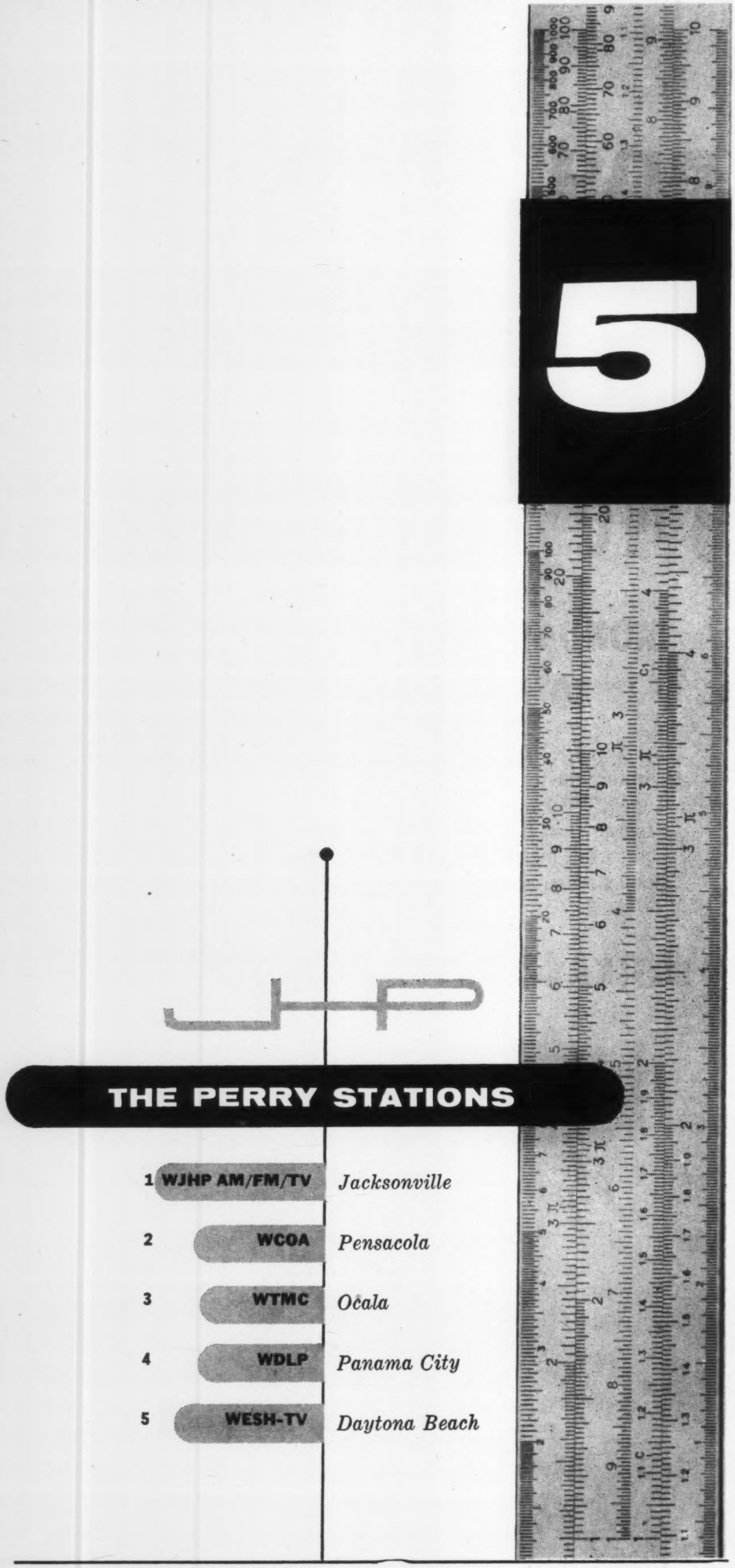


the script, however, nor the contributions of the professional talent, including both Messrs. S. A high spot, for one viewer, was the Monday morning session in the Sullivan office. Hearing that his show of the night before had received a rating of 51, the opposition a rating of 2, Mr. Sullivan thought a minute, then said, "Two, hmmm. Boys, we'll have to buckle down."

It was a good show on all counts for the *Kaiser Aluminum Hour* (NBC-TV) last Tuesday. The story—about the choir of a Welsh village and its need for a soprano—was charming. The acting—especially by John Laurie as the choirmaster and Rex Thompson as the "Tiny Tim"-ish boy—was perfect. The ingredients—comedy, pathos, romance—all were there, and blended admirably.

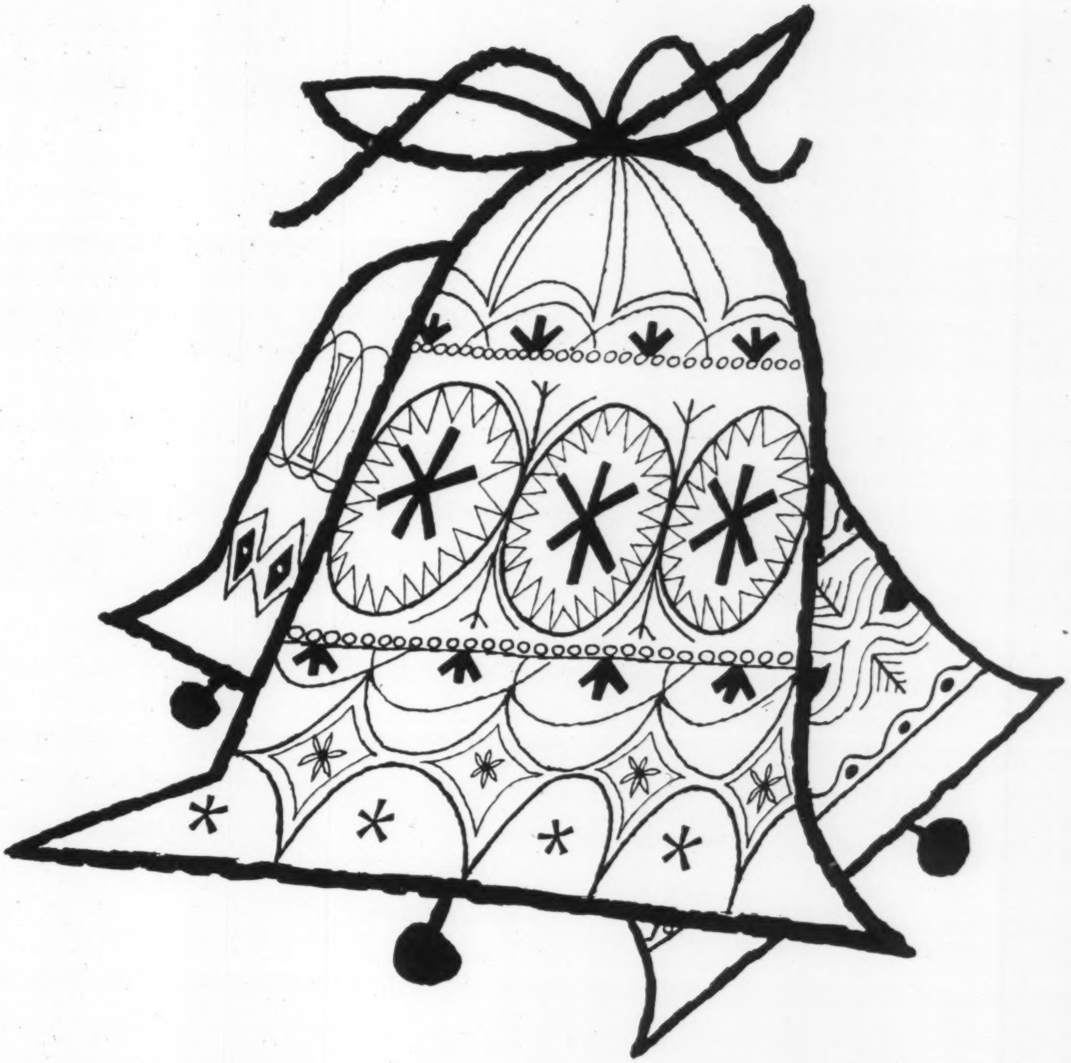
Perhaps the nicest thing to be said is that it was the kind of television entertainment which keeps the viewer nailed to the set—right through the commercials, too. Mr. Kaiser should be well pleased.

BOOKS

MUCH ADO ABOUT ME, by Fred Allen. Little, Brown & Co., 34 Beacon St., Boston, Mass. 380 pp. $5.

THIS autobiography of one of the greatest comic entertainers of our time might well have been subtitled "Half a Life," for Fred Allen's account of his own history ends before his radio career, where he found his greatest success, began. Fortunately, that story has already been recorded by Mr. Allen in *Treadmill to Oblivion* and although that book omits most of the personal details of the author's life outside the studio it does much to complete the story begun in *Much Ado About Me.* This book begins with the birth of John Florence Sullivan in Cambridge, Mass., on May 31, 1894, and ends in January 1929 with the closing of "Polly," a Broadway flop but a personal triumph for the Johnny Sullivan, who became Freddy James, who became Fred Allen. In between these two events, the book describes the author's Boston boyhood and adolescence, his learning to juggle which led to appearances at amateur nights and third-rate variety houses, his transition from a juggler to a monologist and his rise, via split weeks in Peoria, Ill., and Adelaide, Australia, to stardom in vaudeville's mecca, the Palace Theatre in New York.

Fred loved vaudeville, with all its hardships, as he never loved radio, with all its comforts, and *Much Ado About Me* is as much a love letter to the variety stage as *Treadmill to Oblivion* was a hymn of hate to the broadcast media. But he was too realistic to anticipate vaudeville's resurrection. "A few diehards who knew and enjoyed vaudeville hover over their television sets, hoping for a miracle," he writes. "They believe that this electronic device is a modern oxygen tent that in some mysterious way can revive vaudeville and return its colorful performers of yesteryear to the current scene. The optimism of these day and night dreamers is wasted. Their vigils are futile. Vaudeville is dead. Period."



ASCAP extends to all our friends in the Entertainment World Season's Greetings and Best Wishes for a Happy and Prosperous New Year!

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OPEN MIKE

Right and Wrong

EDITOR:

In Nov. 19 issue you reported that Fanny Farmer candy was "buying pre-Christmas radio spot schedule in number of scattered markets." This news item was correct except for one minor detail—the word "radio" was substituted for the word "tv."

As a result our tv ordering was consistently interrupted by telephone calls from radio stations all over the country looking for non-existent business. We had calls and letters not only from stations with Fanny Farmer candy shops within their coverage areas but also from stations in Florida and Kansas where their nearest Fanny Farmer candy shop is at least 500 miles away.

If nothing else, this incident proves fairly conclusively that your magazine's readership is good. We would appreciate, however, your printing some type of retraction so that various stations and representatives will not feel they have been by-passed by Fanny Farmer and the Charles L. Rumrill Co.

William E. Weller Jr., Timebuyer
Charles L. Rumrill & Co.
Rochester, N. Y.

The Westinghouse Story

EDITOR:

Am enclosing a reprint from your magazine ["Bellwether Breakaway: What Happens to Westinghouse," B•T, Nov. 26] we distributed to 200 newspapers in the Tri-State area. Incidentally, the piece concerning radio networks, pro and con, was the most comprehensive ever published. Your whole staff is to be congratulated for a tremendous job of digging, and for maintaining complete objectivity.

Jack Williams, Pub. Dir.
KDKA Pittsburgh

Just What Radio-Tv Needs

EDITOR:

. . . Incidentally, I never cease to wonder at the amount of valuable information that is crammed into each issue of B•T. This current week's [Dec. 17] issue is an outstanding example. And this leads me to comment on Bob Sarnoff's speech in Miami.

In all the years of following communications matters, I do not recall a more intelligent, forthright and comprehensive statement of the problems and policies of the biggest and most important bellwether in the industry. Don't misunderstand me; I don't buy it all, particularly that dealing with the so-called film invasion and what it might do to the broadcasting industry. But I must say that it was restrained in tone, candid and gave every evidence of personal sincerity.

I think myself that this is exactly the kind of public relations that Mr. Sarnoff spoke about in his speech that the industry so badly needs in order to make itself better understood in those places where such understanding is badly needed.

Edward Cooper
Motion Picture Assn. of America Inc.
Washington, D. C.

NATRFD

EDITOR:

On behalf of the National Assn. of Television & Radio Farm Directors I send to you our sincere thanks for the very excellent coverage provided our recent convention in Chicago [B•T, Dec. 3]. Naturally, I read this story with a special interest and I do want to commend you for a very accurate account of our convention. We are fully aware of the very important role which B•T has played in the growth and development of our association.

Jack Timmons, KWKH Shreveport, La.
Pres.-Elect, NATRFD

Record Christmas Tree

EDITOR:

We trimmed our KAPA Christmas tree last week. Although the idea has probably been used before, we decided to use 45 rpm records in place of ornaments. The tree is causing considerable comment around town.

To get everyone in the Christmas spirit we have invited the teenagers who listen to our afternoon request show, *The 1340 Club*, to come down to the studio and pick their favorite record off the tree and we then play it for them and interview the requestee on the air.

All Request Tree

We call our tree "KAPA's All Request Christmas Tree." . . .

Jack Reavley, Coml. Mgr.
KAPA Raymond, Wash.

Shock Treatment

EDITOR:

Orchids to you for B•T's role in the development of the new Broadcasters Promotion Assn. This group has long been a dream and was shocked into reality largely through the excellent coverage of you and your fellow trade paper publishers.

Foster H. Brown Jr.
Dir. of Sales Promotion
KMOX St. Louis, Mo.

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Now everyone listens for

FAST BREAK

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BY RADIO-ACTIVE **KMA!**

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5000 power-packed watts

(Check with any Petry salesman for availabilities in this New Concept—the greatest thing that has ever happened to basketball on radio.)

How to shoot a black cat . . . in a coal mine

An intriguing idea—and no longer impossible—thanks to Eastman Tri-X Reversal Safety Film, Type 7278 (16mm only).

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West Coast Division
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or W. J. GERMAN, Inc.
Agents for the sale and distribution of Eastman Professional Motion Picture Films, Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.

our respects

to WALTER WARD DORRELL

WARD DORRELL is a man qualified to wear at least four professional hats, a trick he performs many times a day, often wearing several at once.

He is essentially a research man, but when he undertakes to explain to his colleagues at John Blair & Co. and Blair-TV the methodology or practical use of a fresh batch of research material, he does so both as a researcher and as a man who has pounded the agency beat as a representative salesman.

Now vice president and research director of the Blair firms, Walter Ward Dorrell started acquiring these professional "hats" in the mid-1930's when he became general manager of Westinghouse's WOWO and WGL Fort Wayne. Later he was a salesman for Blair and for Paul H. Raymer Co. in Chicago, then was radio director for Henri, Hurst & McDonald, also in Chicago, and subsequently was a vice president of C. E. Hooper Inc.

Although his career has spanned virtually all broadcast fields, his major interest has never wavered. It has been radio from as far back as 1912, when he built and operated his first ham station. One of his colleagues in that early venture was a youngster who later got him into broadcasting to stay —Walter Evans, subsequently president of Westinghouse Radio Stations (now Westinghouse Broadcasting Co.) until his death.

Mr. Dorrell was born March 11, 1899, in Havana, Ill., the son of Harry F. and Louida Dorrell. The family soon moved to Chicago, where during school days at Hyde Park High School he and several school mates, including young Walter Evans, set themselves up as ham operators.

Then came about as short a military career as is possible. He enlisted Nov. 7, 1918, and was discharged when the armistice was signed four days later.

Though his interest from the beginning was radio, Ward Dorrell started his business career outside of broadcasting, with the Toledo Scale Co., Toledo, Ohio. There he had risen to the post of assistant to the president when Walter Evans lured him away to manage WOWO and WGL in December 1935 following Westinghouse's purchase of those stations (WGL was later sold to comply with FCC rules).

From Westinghouse he moved in 1939 to the Blair organization at the invitation of President John P. Blair, with whom he had ripened a friendship that started when Mr. Blair solicited (unsuccessfully) WOW for representation.

After some two years with the Blair firm as a salesman in Chicago, Mr. Dorrell moved to Raymer. When the opportunity arose a year later, he joined Henri, Hurst & McDonald as radio director.

About a year later he met the late C. E. Hooper. With his own background in radio, and with his own self-developed expertise in the statistical field, he found the business of program ratings immensely appealing. In 1943 he joined the Hooperatings organization to handle station reports.

This association lasted eight years, carrying him to a vice presidency but ending when a physical checkup showed evidences that he had developed tuberculosis. Then followed six months in a sanitorium—a period which he now considers in some ways to have been one of the most fortunate he has experienced.

He not only got his health back—he is completely recovered—but out of this enforced rest came also his present vice presidency and research directorship with Blair. The new job did not come all at once, however. While recuperating, Mr. Dorrell was thinking ahead and turning over the notion of setting up a research consultancy. Mr. Blair, on a visit, thought this a commendable idea, and agreed that his company would be the Dorrell firm's first client. Later Mr. Blair thought about it some more: If he was going to retain Mr. Dorrell, why not hire him fulltime? That's the way it worked out, Mr. Dorrell joining John Blair & Co. and Blair-TV as research director in the fall of 1951 and becoming a vice president in 1955.

In his spare time, Mr. Dorrell is about as close to being a professional photographer as an amateur can get. His pictures—several of which are prize-winners—decorate his office in the Blair headquarters in midtown Manhattan and his home in Bronxville, N. Y.

He was married to Roxena Hassett of Toledo on Oct. 30, 1926. They have two children, Mrs. Joy Spellman of Bronxville and Ward Jr., now in the Air Force.

His memberships include the Radio-Tv Research Council, Rockefeller Center Camera Club and Rockefeller Luncheon Club.

WKMF . . .
FLINT, MICHIGAN

A MAN'S WORLD OF RADIO ATTRACTIONS

More MEN Tune To WKMF Because WKMF offers

More . . . NEWS
Timely, complete newscasts covering local, state and national situations!

More . . . SPORTS
Baseball, football, you name it—WKMF covers it! All the last-minute developments!

More . . . MUSIC
Music to fit every mood! From the classics to the latest popular song hits!

SAVE UP TO 15%

By Buying 2 or More of these Powerful Stations

WKMH	WKMF	WKHM	WSAM
Dearborn-Detroit	Flint, Mich.	Jackson, Mich. Jackson Broadcasting & Television Corp.	Saginaw, Mich.

BUY ALL 4 STATIONS.....SAVE 15%
BUY ANY 3 STATIONS.....SAVE 10%
BUY ANY 2 STATIONS.....SAVE 5%

Fred A. Knorr, Pres
Eldon Garner, Mg. Director
Represented by HEADLEY-REED

The Community Stations

WKMF
FLINT, MICHIGAN

KNORR BROADCASTING CORP.

THOMAS P. O'CONNELL

on all accounts

SUPERVISING production feeds for Falstaff Brewing Corp.'s pro football telecasts on a CBS-TV regional network and learning intricacies of non-broadcast media are typical of normal routine for Tom O'Connell.

Among highlights of a partial reorganization in the Chicago office of Dancer-Fitzgerald-Sample Inc. last October were announced plans for "additional executive thinking on the media policy of each account" and appointment of Mr. O'Connell as media director.

Radio-tv production has been Mr. O'Connell's forte since he entered the agency ranks nearly 12 years ago—and continues to play an important part in his duties, notwithstanding increased responsibility for all media in D-F-S's Chicago office.

Among accounts which he services are Alliance Mfg. Co. (radio-tv), Carey Salt Co. (both), Chicago Stock Yards Compost Co. (tv), Consolidated Products Co. (radio), American Pfaff Co. (both), Pfaff American Sales Corp. (network tv), Riverview Park (both) and the Siegler Corp. (both).

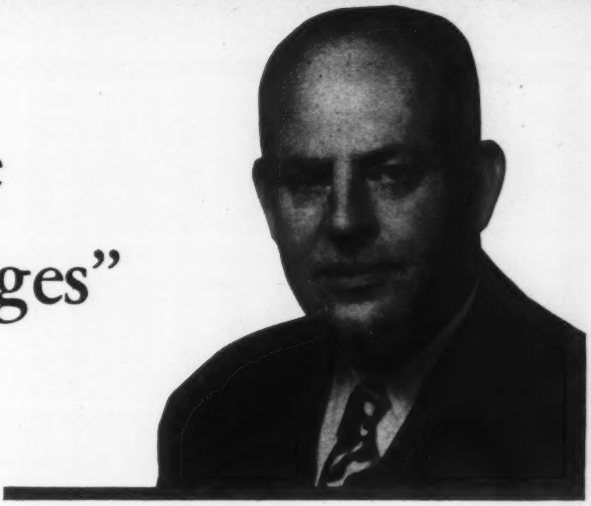
Thomas P. O'Connell, born in Chicago May 2, 1920, attended the U. of Virginia from 1938-41 and worked for Technicolor Motion Picture Co. for two years (handling production and technical duties) before joining the Army Air Forces in April 1943. After leaving the service in 1945, he joined L. W. Byrnes Co. agency (now defunct), resigning to become radio-tv director of Christiansen Adv. Agency in February 1948.

Mr. O'Connell became associated with D-F-S in February 1952, working in various capacities (account executive on Ekco Products executive producer of *Welcome Travelers*). In addition to work on Falstaff's approximate 80-station, CBS-TV regional network for Chicago Bears' and Cardinals' home games (the account actually is serviced by D-F-S in New York), Mr. O'Connell also handled originations for Liggett & Myers' (L&M cigarettes) Big 10 regional football feeds on NBC-TV the past season.

Mr. O'Connell is married to the former Alice Porter of Miami, Fla. They live in Glencoe (Chicago suburb) and have a daughter, Patricia, 11.

"We at Folger's value Ad Age's weekly pages"

says **J. L. MOORE**
Vice President & General Sales Manager
J. A. Folger & Co.



J. L. MOORE

"I look to Advertising Age for the latest news in the marketing field. I find its reporting objective and its newspaper style of writing . . . a real time-saver in picking out those stories of current interest. We at Folger's value its weekly pages of concentrated marketing news and information."

For a short period after graduating from Columbia University, Mr. Moore sold advertising space for the New York Journal. In 1927 he moved to Texas where he worked for the Houston Chamber of Commerce. Mr. Moore joined the Western Corporation of the Folger Coffee Company in 1933 and by 1938 had become its Southern California Division Manager. Four years later he was moved to San Francisco as general sales manager and in a short time was elected a vice president.

A past president of the Illuminators and past president of the San Francisco Sales Food Manager's Club, Mr. Moore has served also as director of the San Francisco Sales Executives' Club, and is active in civic work.

* * *

Week in and week out, Ad Age gets looked to for marketing news and information by the advertising and marketing executives who are important to you. In every issue, there's a package of concentrated marketing information wrapped up in a dynamic presentation that wins important readership and reader acceptance—not only of those who *activate,* but those who *influence* important market and media decisions.

At J. A. Folger Co., for example, broadcast has played an important role in raising the company to first place in sales throughout its distribution area. In 1956, it ranked high among spot tv advertisers and its expenditures for the first three quarters ran over an estimated $1,055,600* for spot tv alone.

Every week, three paid subscription copies of Ad Age get "looked to" by advertising, sales and other management executives at Folgers. *Further, 107 paid subscription copies get a similar going over by executives at the agencies handling Folger advertising:* Cunningham & Walsh; and Brooke, Smith, French and Dorrance.

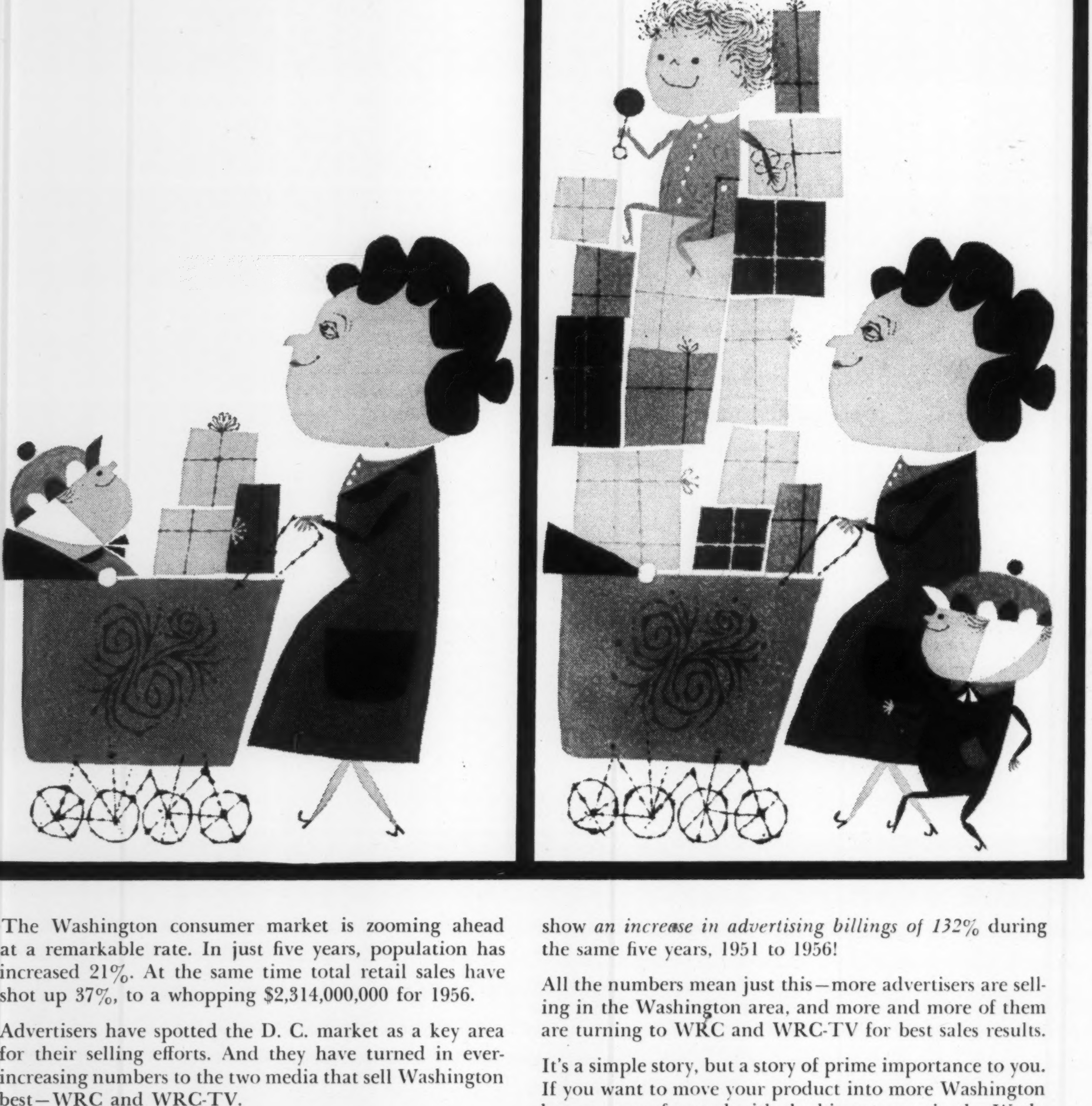
Add to this AA's 35,000 paid circulation, its tremendous penetration of advertising agencies with a weekly paid circulation currently reaching over 10,000 agency people alone, its intense readership by top executives in national advertising companies, its unmatched total readership of over 131,000—and you'll recognize in Advertising Age a most influential medium for swinging broadcast decisions your way.

*N. C. Rorabaugh Co. for Television Bureau of Advertising

Advertising Age
FCC Moves to 'Drop In,' Not 'De-Intermix'
The Broadcasting Industry
Is Color TV Coming Out from Under?
High Prices, Not Enough Programs, Poor Tubes Still Hold Up Color TV
'Scoop' or 'Snoop' in News Coverage?—TV Wants 'Em Both
American Aviation Resigns from ABC and Blasts 'Evasion' in Auditing Free Copies

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS
1 Year (52 issues) $3

CAPITAL BOOM . . . . ALL THROUGH 1956!



The Washington consumer market is zooming ahead at a remarkable rate. In just five years, population has increased 21%. At the same time total retail sales have shot up 37%, to a whopping $2,314,000,000 for 1956.

Advertisers have spotted the D. C. market as a key area for their selling efforts. And they have turned in ever-increasing numbers to the two media that sell Washington best—WRC and WRC-TV.

WRC and WRC-TV, Washington's *Leadership* Stations, show *an increase in advertising billings of 132%* during the same five years, 1951 to 1956!

All the numbers mean just this—more advertisers are selling in the Washington area, and more and more of them are turning to WRC and WRC-TV for best sales results.

It's a simple story, but a story of prime importance to you. If you want to move your product into more Washington homes, move forward with the biggest guns in the Washington selling boom—

WRC AND WRC-TV . . . SOLD BY NBC SPOT SALES

NBC LEADERSHIP STATIONS IN WASHINGTON, D. C.

BROADCASTING
TELECASTING

Vol. 51, No. 26 DECEMBER 24, 1956

BREWING: ANOTHER 25 VHF OPENINGS

- **Craven plan would end allocations, permit tvs where they fit**
- **If FCC adopts it, assignments would go on same basis as radio**
- **Work to develop uhf—and possible shift to it—would continue**

A BOLD PLAN to introduce greater competition in television through steps that would make available at least 25 additional vhf assignments in important markets—without departing from existing mileage separations—was actively considered by the FCC last week and is on the docket as unfinished business. The FCC is expected to resume consideration of the project in mid-January.

Keystone of the plan is rescinding the present table of channel assignments to permit authorization of new tv stations without regard to areas to which they are now assigned, as long as minimum engineering requirements are met. The plan contemplates continued development and encouragement of uhf and would not permit vhf authorizations in areas where uhf already is entrenched.

Based on engineering studies, it is thought that at least 25 new vhf stations could be authorized, most of them in v markets now having two vhf assignments (see table this page). This would permit greater competition, according to proponents of the plan, and provide for third network access. ABC has repeatedly petitioned both the FCC and congressional committees to introduce competition in major markets through dropping of the rigid allocation table incorporated in the Sixth Report and Order, issued in 1952.

The project would entail voluntary shifts of some existing vhf stations to "parlay" additional assignments that would meet existing standards. Outside engineering computations (not those of the FCC's engineering staff) reportedly show that there are some 65 "potential" moves that could be

THESE MARKETS WOULD BE FIRST TARGETS FOR NEW V'S

HERE are some of the cities that might get additional vhf assignments with the proposed dropping of the Table of Assignments, wherein facilities no longer would be anchored to geography.

This list, a composite of outside consulting engineering opinion, would involve some voluntary moves of certain existing assignments, but is indicative of the flexibility that, according to engineering opinion, can be introduced in vhf, while adhering to existing separations.

The cities, with existing grants (italics indicate on-the-air operation), follow:

Two-station markets, taking into account outside services in certain cases:

HARTFORD-NEW HAVEN or **PROVIDENCE** (mutually exclusive): Hartford: *WHCT (18),* WTIC-TV (3), WCHF (*24). New Haven: *WNHC-TV (8),* WELI-TV (59). Providence: *WJAR-TV (10), WPRO-TV (12),* WNET (16).
BIRMINGHAM: *WABT (13), WBIQ (*10), WBRC-TV (6),* WJLN-TV (48), Birmingham Television Corp. (42).
OKLAHOMA CITY: *KETA (*13), KWTV (9), WKY-TV (4),* KTVQ (25).
ALTOONA: *WFBG-TV (10).*
ROCK ISLAND - MOLINE - DAVENPORT - EAST MOLINE: *WHBF-TV (4), WOC-TV (6).*
EVANSVILLE: *WFIE (62), WEHT (50), WTVW (7).*
GREEN BAY: *WBAY-TV (2), WFRV-TV (5).*
CHATTANOOGA: *WDEF-TV (12), WRGP-TV (3).*
JACKSON (Miss.): *WJTV (12), WLBT (3).*
DULUTH-SUPERIOR: *WDSM-TV (6), KDAL-TV (3),* WFTV (38).
SPRINGFIELD (Mo.): *KTTS-TV (10), KYTV (3).*
KALAMAZOO: *WKZO-TV (3).*
LOUISVILLE: *WAVE-TV (3), WHAS-TV (11),* WKLO-TV (21), WQXL-TV (41).
NEW ORLEANS: *WDSU-TV (6), WJMR-TV (20),* WWL-TV (4), WYES (*8), WCKG (26), WWEZ-TV (32).
JACKSONVILLE: *WJHP-TV (36), WMBR-TV (4),* WFGA-TV (12), WQIK-TV (30).
ORLANDO: *WDBO-TV (6),* WEAL-TV (18), WORZ Inc. (9) (initial decision).
MOBILE: *WALA-TV (10), WKRG-TV (5).*
BEAUMONT: *KFDM-TV (6),* KBMT (31), in hearing ch. 4.
QUINCY-HANNIBAL: *KHQA-TV (7), WGEM-TV (10).*
CHARLESTON (S. C.): *WCSC-TV (5), WUSN-TV (2).*
CEDAR RAPIDS: *KCRG-TV (9), WMT-TV (2).*
SIOUX CITY: *KTIV (4), KVTV (9).*
PORTLAND (Me.): *WCSH-TV (6), WGAN-TV (13).*

In addition, elimination of city-by-city allocations would also release educational reservations, and these additional markets might get an additional vhf either through educational or regular commercial authorization, according to consulting engineering analyses:

TAMPA - ST. PETERSBURG: *WFLA-TV (8), WTVT (13), WSUN-TV (38).*
LITTLE ROCK: *KARK-TV (4), KTHV (11), KATV (7).*
SACRAMENTO: *KBET-TV (10), KCCC-TV (40), KCRA-TV (3),* KGMS-TV (46).
BUTTE: *KXLF-TV (4).*
PUEBLO: *KCSJ-TV (5).*
SAVANNAH: *WSAV-TV (3), WTOC-TV (11).*
SANTA FE: KVIT (2).
DES MOINES: *KRNT-TV (8), WHO-TV (13),* KGTV (17).
DALLAS-FORT WORTH: *KRLD-TV (4), WFAA-TV (8), WBAP-TV (5), KFJZ-TV (11).*

Existing one vhf markets, in which an additional vhf might be added through voluntary moves and relocations:

MADISON: *WHA-TV (*21), WISC-TV (3), WKOW-TV (27), WMTV (33).*
PEORIA: *WEEK-TV (43), WTVH (19),* WIRL-TV (8).
BINGHAMTON: *WNBF-TV (12),* WINR-TV (40), WQTV (*46).
BATON ROUGE: *WAFB-TV (28), WBRZ (2),* WCNS (40).
TERRE HAUTE: *WTHI-TV (10).*

made to provide new stations without resorting to reduced separations. By dropping the city-by-city anchored assignments, a new degree of flexibility would be introduced, it is contended.

The obvious reasoning is that, pending determination of uhf's place in television, there must be greater competition in underserved areas, with the alternative more rigid government regulation, and the possibility of reducing separations and of "dropping in" vhfs, which would mean reduced coverage of many existing stations in congested tv areas.

It was learned authoritatively that the plan was submitted to the FCC Thursday morning by Comr. T. A. M. Craven at a special meeting. Because Comr. Craven, the FCC's only engineering member, had to attend a preparatory conference for the 1959 International Telecommunications Conference at the State Dept. that same morning, the discussions were recessed until the Commission reconvenes next month, probably at a special meeting in mid-January. Comr. Craven was non-commital except to iterate previous observations that he had been studying the whole tv allocations picture since he assumed office on the present Commission last July. A former chief engineer of the FCC and a member of the Commission from 1937-1944, he returned to the agency last summer after having been in private consulting practice.

Adoption of the plan would entail rulemaking and, of course, would have a bearing on the overall deintermixture project the Commission majority has espoused. Since there would be no set table of allocations, the plan would mean a return to the allocation philosophy which prevails in am broadcasting, *i.e.,* applications can be made for facilities and grants ensue where the Commission's engineering standards are complied with.

The Craven project, it is understood, would continue to encourage the engineering studies involving uhf and would look toward ultimate transition of all television to uhf, if that course is dictated by the research program.

Implicit in the plan, also, would be the dropping of the educational reservations since educational institutions would be enabled to apply for facilities on the same basis as all other parties, either for commercial or non-commercial operation. But the Commission would be disposed under the plan to give special significance to educational requirements on a geographical basis. Thus it is deduced that, all other things equal, a non-commercial educational applicant would have a degree of priority over a commercial applicant where there may be a dearth of educational facilities.

As does the Sixth Report, the plan would recognize that both vhf and uhf channels are essential to provide a fully competitive nationwide system. The research, now being conducted under the Television Allocations Study Group (TASO) created by organizations interested in the development of adequate television allocations, would be chiefly the determinant, it is presumed, as to the fate of uhf as the ultimate haven of all television.

Abandonment of the allocations table would be premised upon recognition of the economic truism that the government cannot force establishment of television stations in markets which cannot support them. Moreover, it would be recognized that technical development cannot be artificially forced and that the most should be made of the facilities available in keeping with the mandate of the Communications Act which provides for the largest possible use of the spectrum and specifies preservation of broadcasting as a free competitive enterprise with minimum government regulation.

If the Commission adopts the project, applications from responsible organizations would be accepted wherever the assignments would fit in keeping with the FCC's mileage separations. Presumably separations would be changed if the result of the research programs proves that more effective use can be made of the 12 existing vhf channels without impairing the quality of service. In this connection, considerable thought has been given to more extensive use of offset carrier assignments which presumably would permit closer separations.

Possibility of additional assignments even beyond those indicated, once the allocation tables are rescinded, would presumably flow from the requirement that holders of construction permits who have not followed through would be called to account and would be required to drop their permits if cogent reasons for delay were not given.

The FCC would continue its effort to urge upon Congress the elimination of the 10% excise tax on all-band receivers, while permitting the tax to continue on vhf-only sets. Manufacturers, likewise, would be urged to develop practical low cost all-band receivers.

To encourage uhf development and accelerate use of all-channel receivers, licensees, notably those engaged in manufacturing, would be urged to operate television stations on both uhf and vhf from the same location. The plan would also encompass use of uhf repeater stations by vhf licensees where there would be no undue competition with other stations.

To avoid concentration in major markets of new vhf stations which would stem from the plan, the FCC would emphasize, as part of its rulemaking, that the Communications Act imposes upon it a duty to effect an equitable distribution of facilities throughout the country.

The fact that the plan would adhere to existing mileage separations—at least until the uhf research had been completed—is regarded as heartening. Many vhf operators have been concerned about a trend toward "drop-ins" through reduction of separations and deterioration of service. If the research program on uhf is pessimistic, it is generally thought that "drop-in" advocates will win enough support to move in the direction of something akin to "single market" coverage.

Whatever the result of the research, however, the Commission is determined to give every encouragement to the development of all-band receivers. The fact that other services, and particularly the development of forward scatter techniques, may impinge upon present vhf and fm bands, also has been cited repeatedly as a spur to development of uhf tv service.

PUTTING THEIR CARDS ON THE TABLE

A DENVER advertising agency, Rippey, Henderson, Bucknum & Co., is using a request for availabilities, naming its client and just exactly what is required in the first contact, which is being highly acclaimed by Rocky Mountain area station executives.

Florence M. Gardner, manager of KTFI Twin Falls, Idaho, says of the form: "I was highly impressed with the explicitness, the 'system' to it and the ultimate advantages to client, agency and station" and would like to see other agencies follow suit.

An explanation of the client is given, type of product to be advertised, length of campaign, type of announcements (minute, 20-second, chain breaks) and whether transcriptions, scripts or others.

The agency asks the station to select the best spots available per week, following as closely as possible specifications also given. An attached schedule to be filled out by the station is included asking for time, dates, lengths, preceeding and following programs, costs for individual spots and total costs of the order.

"In the absence of contrary instructions from this office (agency), these spots you (station) select will constitute our schedule," the request states, giving the station a concrete idea of times to be used. A request for a contract to be mailed "as soon as possible" and the promise to "return it promptly," followed by an offer to accept collect telephone calls for any additional information, complete the inquiry. The form is signed by Rippey, Henderson, Bucknum & Co. executive James S. Holme.

From a station manager's viewpoint, Miss Gardner likes the idea of identifying the client and product to be advertised, which makes it possible to choose the availabilities with this in mind. The very "explicit" instructions, giving total number of announcements, length of period, dates, etc., alleviate the necessity of added correspondence to straighten these matters out, a fault of many other requests, she says.

In fact, Miss Gardner thinks that this form cuts the costs to station, agency and advertiser all the way down the line and lets the station know just what it will carry from the start. She believes it gives the agency all necessary information in one contact and assures the advertiser that it will get good placements and know just what they are.

Miss Gardner sees some "headway on a greatly needed phase of our operation" with the Rippey, Henderson, Bucknum & Co. method of requesting availabilities.

BATES' $35 MILLION TOPS SPOT LIST

Annual B•T survey shows spot breakdown of top 40 broadcast agencies

THIS is B•T's second annual survey of agency spending for spot radio and tv. It breaks down billings of the top 40 agencies [B•T, Dec. 3] *into spot and network categories, and in turn divides those categories into radio and tv. The exclusive estimates were prepared by a staff under the direction of Agency Editor Florence Small.*

TED BATES & Co., for the second consecutive year, paced the country's advertising agencies in combined radio and television spot billing with an outlay of $35 million, an increase of $6 million over its 1955 figure.

Challenging the leader closely, and achieving a standoff with Bates in tv spot spending ($30 million), Young & Rubicam emerged as runner-up in B•T's second annual spot survey with a combined radio-tv spot total of $34 million, an advance of $7 million over its previous year's aggregate.

HOW THE TOP 40 RANK IN SPOT

Rank	Agency	Spot Billing (Millions)
1.	TED BATES	$35
2.	YOUNG & RUBICAM	34
3.	BBDO	32
4.	MCCANN-ERICKSON	26.4
5.	LEO BURNETT & CO.	22
6.	J. WALTER THOMPSON	19
7.	N. W. AYER & SON	16
8.	BENTON & BOWLES	15.2
9.	WILLIAM ESTY	13.3
10.	KENYON & ECKHARDT	13.1
11.	DANCER-FITZGERALD-SAMPLE	12
12.	COMPTON ADV.	10.7
13.	SULLIVAN, STAUFFER, COLWELL & BAYLES	8.5
14.	CUNNINGHAM & WALSH	7.2
15.	D'ARCY ADV.	7
	FOOTE, CONE & BELDING	7
17.	CAMPBELL-MITHUN	6
	LENNEN & NEWELL	6
19.	EARLE LUDGIN	5.8
	EMIL MOGUL	5.8
21.	RUTHRAUFF & RYAN	5.5
22.	GRANT ADV.	4.8
23.	HARRY B. COHEN	4.5
24.	NORMAN, CRAIG & KUMMEL	4.1
25.	NEEDHAM, LOUIS & BRORBY	4
	GREY ADV.	4
27.	GEOFFREY WADE	3.4
28.	TATHAM-LAIRD	3.3
29.	MAXON INC.	3
30.	ERWIN, WASEY	2.5
31.	BRYAN HOUSTON	2.3
32.	WARWICK & LEGLER	2.2
33.	MACMANUS, JOHN & ADAMS	2.1
34.	RUSSEL M. SEEDS	2
	CAMPBELL-EWALD	2
36.	DOHERTY, CLIFFORD, STEERS & SHENFIELD	1.4
37.	GEYER INC.	1
38.	RAYMOND SPECTOR	.6
39.	KUDNER AGENCY	.5
40.	NORTH ADV.	.4

BBDO supplanted McCann-Erickson in third place this year with a radio-tv expenditure of $32 million, McCann-Erickson's fourth-ranking checkout figure in 1956 came to $26.4 million.

Completing the Big 10 roster this year were Leo Burnett, $22 million; J. Walter Thompson, $19 million; N. W. Ayer & Son, $16 million; Benton & Bowles, $15.2 million; William Esty Co., $13.3 million, and Kenyon & Eckhardt, $13.1 million.

Sole newcomer among the top ten this year was Esty, which rose to ninth position from a 1955 ranking of 15th. Dancer - Fitzgerald - Sample slipped one notch to eleventh place in the current listings.

Leading the field in the purchase of radio spot, J. Walter Thompson Co. spent $9 million in that category in 1956 to wrest supremacy from Young & Rubicam, last year's leader.

Dominant spot advertisers in 1956 were Ford Motor Co. (J. Walter Thompson & Co.); Brown & Williamson (Ted Bates); Procter & Gamble (Benton & Bowles, Compton Adv. and Young & Rubicam), and Camels (William Esty).

The estimates in this spot survey include expenditures for time and talent. In most instances the figures are based on information received directly from responsible officials in each organization. In cases where official agency audits are computed on a fiscal cycle, B•T has carefully weighed all available data to arrive at its own estimate in terms of a calendar-year computation.

This review represents the spot activity of those agencies which constituted the top 40 in B•T's breakdown of overall am-tv billing [B•T, Dec. 3].

A profile of the spot picture at each of the 40 agencies in this survey follows.

Ted Bates & Co.: Combined spot billing $35 million; tv $30 million, radio $5 million. Combined network billing $20 million; tv $19 million, radio $1 million. Total broadcast billing $55 million. Leading spot advertisers: Brown & Williamson, Colgate-Palmolive Co., Carter Products, Anahist. Leading network advertisers: American Chicle Co., Colgate-Palmolive Co., Continental Baking Co., Standard Brands, Brown & Williamson.

Young & Rubicam: Combined spot billing $34 million; tv $30 million, radio $4 million. Combined network billing $48 million; tv $44 million, radio $4 million. Total broadcast billing $82 million. Leading spot advertisers: Borden Co., General Foods, Procter & Gamble, General Cigar. Leading network advertisers: Borden Co., General Electric, General Foods, Johnson & Johnson, Remington Rand, Procter & Gamble.

BBDO: Combined spot billing $32 million; tv $25 million, radio $7 million. Combined network billing $48 million; tv $45 million, radio $3 million. Total broadcast billing $80 million. Leading spot advertisers: Lever Bros., Campbell Soup Co., American Tobacco Co., Bristol-Myers Co., Penick & Ford. Leading network advertisers: American Tobacco Co., General Electric Co., De Soto Div., Campbell Soup Co., Lever Bros., General Mills.

McCann-Erickson: Combined spot billing $26.4 million; tv $19.5 million, radio $6.9 million. Combined network billing $53 million; tv $50 million, radio $3 million. Total broadcast billing $79.4 million. Leading spot advertisers: Bulova Watch Co., Coca-Cola Co., Liggett & Myers, Nestle Co., Seeck & Kade, Chesebrough-Ponds. Leading network advertisers: Chrysler Div., Maytag Co., Westinghouse Electric, Bulova Watch Co., Lever Bros., Nabisco.

Leo Burnett & Co.: Combined spot billing $22 million; tv $18 million, radio $4 million. Combined network billing $21 million; tv $20 million, radio $1 million. Total broadcast billing $43 million. Leading spot advertisers: Philip Morris & Co., Kellogg Co., Procter & Gamble Co., Tea Council. Leading network advertisers: Kellogg Co., Procter & Gamble Co., Campbell Soup Co., Maytag Co., Pillsbury Mills.

J. Walter Thompson: Combined spot billing $19 million; tv $10 million, radio $9 million. Combined network billing $51 million; tv $50 million, radio $1 million. Total broadcast billing $70 million. Leading spot advertisers: Ford Motor Co., Harold F. Ritchie Co., Lever Bros., The Mentholatum Co. Leading network advertisers: Kraft Foods, Eastman Kodak, Scott Paper, Ford Motor Co., Lever Bros.

N. W. Ayer: Combined spot billing $16 million; tv $9 million, radio $7 million. Combined network billing $12 million; tv $9 million, radio $3 million. Total broadcast billing $28 million. Leading spot advertisers: Hawaiian Pineapple, Atlantic Refining Co., Bell Telephone Co., Plymouth Corp. Leading network advertisers: Bell Telephone Co., Hills Brothers, Yardley, General Electric Co.

Benton & Bowles: Combined spot billing

SPOT BILLINGS BREAKDOWN ON THE TOP 40 AGENCIES

ALL FIGURES ARE IN MILLIONS

RANK	AGENCY	COMBINED SPOT BILLING	TV SPOT	RADIO SPOT	COMBINED NETWORK BILLING	TV NETWORK	RADIO NETWORK	TOTAL BROADCAST BILLINGS
1.	**TED BATES**	$35	$30	$5	$20	$19	$1	$55
2.	**YOUNG & RUBICAM**	34	30	4	48	44	4	82
3.	**BBDO**	32	25	7	48	45	3	80
4.	**McCANN-ERICKSON**	26.4	19.5	6.9	50	47	3	76.4
5.	**LEO BURNETT & CO.**	22	18	4	21	20	1	43
6.	**J. WALTER THOMPSON**	19	10	9	51	50	1	70
7.	**N. W. AYER & SON**	16	9	7	12	9	3	28
8.	**BENTON & BOWLES**	15.2	14	1.2	38.6	36.7	1.9	53.8
9.	**WILLIAM ESTY**	13.3	8.5	4.8	26.7	25.5	1.2	40
10.	**KENYON & ECKHARDT**	13.1	9.1	4	22.5	22	.5	35.6
11.	**DANCER-FITZGERALD-SAMPLE**	12	9	3	25.5	22	3.5	37.5
12.	**COMPTON ADV.**	10.7	9.6	1.1	21.2	20	1.2	31.9
13.	**SSC&B**	8.5	4.5	4	16	15.6	.4	24.5
14.	**CUNNINGHAM & WALSH**	7.2	5.2	2	7.3	6.5	.8	14.5
15.	**D'ARCY ADV.**	7	4	3	7	7	none	14
	FOOTE, CONE & BELDING	7	2	5	25.5	23.5	2	32.5
17.	**CAMPBELL-MITHUN**	6	5.3	.7	8	7.8	.2	14
	LENNEN & NEWELL	6	5.5	.5	15	14	1	21
19.	**EARLE LUDGIN**	5.8	5	.8	1.2	1.2	none	7
	EMIL MOGUL	5.8	3.3	2.5	1.7	1.7	none	7.5
21.	**RUTHRAUFF & RYAN**	5.5	3.5	2	9.5	7.5	2	15
22.	**GRANT ADV.**	4.8	2.5	2.3	9.2	9	.2	14
23.	**HARRY B. COHEN**	4.5	3.3	1.2	1	1	none	5.5
24.	**NORMAN, CRAIG & KUMMEL**	4.1	1.5	2.6	5.5	5.5	none	9.6
25.	**NEEDHAM, LOUIS & BRORBY**	4	2	2	8	7.5	.5	12
	GREY ADV.	4	2.8	1.2	7	6	1	11
27.	**GEOFFREY WADE**	3.4	2.4	1	7.6	6.6	1	11
28.	**TATHAM-LAIRD**	3.3	2.7	.6	10.5	10.5	none	13.8
29.	**MAXON INC.**	3	3	none	11	10	1	14
30.	**ERWIN, WASEY**	2.5	.5	2	5.5	5.5	none	8
31.	**BRYAN HOUSTON**	2.3	1	1.3	8.5	8.5	none	10.8
32.	**WARWICK & LEGLER**	2.2	.9	1.3	4	4	none	6.2
33.	**MacMANUS, JOHN & ADAMS**	2.1	.9	1.2	4.9	4.6	.3	7
34.	**RUSSEL M. SEEDS**	2	.5	1.5	5	5	none	7
	CAMPBELL-EWALD	2	1	1	19	16	3	21
36.	**DOHERTY, CLIFFORD, STEERS & SHENFIELD**	1.4	.5	.9	5.3	5	.3	6.7
37.	**GEYER INC.**	1	.5	.5	7	5.5	1.5	8
38.	**RAYMOND SPECTOR**	.6	.6	none	5	4.5	.5	5.6
39.	**KUDNER AGENCY**	.5	none	.5	12.5	9	3.5	13
40.	**NORTH ADV.**	.4	.4	none	8.6	7.6	1	9

This table shows how the top 40 agencies place their billing in the various broadcast media. Some agencies not shown on this list conceivably may place more spot, per se, *than some of those with smaller spot billings but whose overall spending in the broadcast field entitles them to a ranking in this listing of the top 40 agencies.*

$15.2 million; tv $14 million, radio $1.2 million. Combined network billing $38.6 million; tv $36.7 million, radio $1.9 million. Total broadcast billing $53.8 million. Leading spot advertisers: Procter & Gamble Co., Grove Labs, Florida Citrus Commission, Continental Oil Co, Norwich Pharmacal. Leading network advertisers: General Foods, Procter & Gamble Co., Diamond Crystal Salt Co., Pepperel Mfg. Co.

William Esty: Combined spot billing $13.3 million; tv $8.5 million, radio $4.8 million. Combined network billing $26.7 million; tv $25.5 million, radio $1.2 million. Total broadcast billing $40 million. Leading spot advertisers: Colgate-Palmolive Co., General Mills, R. J. Reynolds Tobacco Co., Pacquins. Leading network advertisers: Colgate-Palmolive Co., General Mills, R. J. Reynolds.

Kenyon & Eckhardt: Combined spot billing $13.1 million; tv $9.1 million, radio $4 million. Combined network billing $22.5 million; tv $22 million, radio $.5 million. Total broadcast billing $35.6 million. Leading spot advertisers: Lincoln-Mercury, Mennen Co., Pepsi-Cola, RCA Whirlpool. Leading network advertisers: Lincoln-Mercury Dealers, Ford Motor Co., National Biscuit Co.

Dancer-Fitzgerald-Sample: Combined spot billing $12 million; tv $9 million, radio $3 million. Combined network billing $25.5 million; tv $22 million, radio $3.5 million. Total broadcast billing: $37.5 million. Leading spot advertisers: Falstaff Brewing Co., Procter & Gamble Co., General Mills, Best Foods, American Chicle Co. Leading network advertisers: Procter & Gamble Co., Best Foods, Falstaff Brewing Co., Liggett & Myers.

Compton Adv.: Combined spot billing $10.7 million; tv $9.6 million, radio $1.1 million. Combined network billing: $21.2 million; tv $20 million, radio $1.2 million. Total broadcast billing: $31.9 million. Leading spot advertisers: Procter & Gamble Co., Standard Brands, Nehi Corp., American Can Co. Leading network advertisers: Procter & Gamble Co., Standard Brands, Sterling Drug Co., Avco-Bendix Co.

SSC&B: Combined spot billing $8.5 million; tv $4.5 million, radio $4 million. Combined network billing $16 million; tv $15.6 million, radio $.4 million. Total broadcast billing: $24.5 million. Leading spot advertisers: American Tobacco Co., Carter Products, Lever Bros., Noxzema Chemical Co., Simoniz Co. Leading network advertisers: American Tobacco Co., Noxzema Chemical Co., Carter Products, Simoniz Co.

Cunningham & Walsh: Combined spot billing $7.2 million; tv $5.2 million, radio $2 million. Combined network billing $7.3 million; tv $6.5 million, radio $.8 million. Total broadcast billing: $14.5 million. Leading spot advertisers: J. A. Folger & Co., Liggett & Myers Tobacco Co., Sunshine Biscuit Co. Leading network advertisers: Liggett & Myers Tobacco Co.

D'Arcy: Combined spot billing $7 million; tv $4 million, radio $3 million. Combined network billing $7 million; tv $7 million, radio nothing. Total broadcast billing $14 million. Leading spot advertisers: Coca-Cola Co., Standard Oil Co., Anheuser-Busch, General Tire & Rubber Co. Leading network advertisers: Coca-Cola Co., Gerber Products Co., Anheuser-Busch.

Foote, Cone & Belding: Combined spot billing $7 million; tv $2 million, radio $5 million. Combined network billing $25.5 million; tv $23.5 million, radio $2 million. Total broadcast billing $32.5 million. Leading spot advertisers: Lever Bros., Rheingold Brewing Co., Clairol Inc. Leading network advertisers: Armour & Co., Hallmark Cards, Lever Bros., Frigidaire, S. C. Johnson & Son.

Campbell-Mithun: Combined spot billing $6 million; tv $5.3 million, radio $.7 million. Combined network billing $8 million; tv $7.8 million, radio $.2 million. Total broadcast billing $14 million. Leading spot advertisers: Red Heart Dog Food, Northwest Orient Airlines, Theo. Hamm Brewing Co. Leading network advertisers: Gold Seal Co., Malt-O-Meal Co., Morrell & Co.

Lennen & Newell: Combined spot billing $6 million; tv $5.5 million, radio $.5 million. Combined network billing $15 million; tv $14 million, radio $1 million. Total broadcasting billing $21 million. Leading spot advertisers: Colgate-Palmolive Co., P. Lorillard Co., National Biscuit Co. Leading network advertisers: P. Lorillard Co., Colgate-Palmolive Co., American Meat Co.

Earle Ludgin: Combined spot billing $5.8 million; tv $5 million, radio $.8 million. Combined network billing $1.2 million; tv $1.2 million, radio nothing. Total broadcast billing $7 million. Leading spot advertisers: Best Foods Co., Zenith Radio, Easy Washing Machine Co. Leading network advertisers: Helene Curtis Industries, Best Foods, Jules Montenier.

Emil Mogul: Combined spot billing $5.8 million; tv $3.3 million, radio $2.5 million. Combined network billing $1.7 million; tv $1.7 million, radio nothing. Total broadcast billing $7.5 million. Leading spot advertisers: Rayco Mfg. Co., Monarch Wine Co., Park & Tilford's Tintex, National Shoes, Barney's Clothes. Leading network advertisers: Revlon Products Co., Knomark Mfg. Co.

Ruthrauff & Ryan: Combined spot billing $5.5 million; tv $3.5 million, radio $2 million. Combined network billing $9.5 million; tv $7.5 million, radio $2 million. Total broadcast billing $15 million. Leading spot advertisers: Sun Oil Co., Wrigley Co., Lewis & Howe, Frito Co. Leading network advertisers: Minnesota Mining & Mfg. Co., Kentile Co., Studebaker-Packard, A. E. Staley & Co., Wrigley Co.

Grant Adv.: Combined spot billing $4.8 million; tv $2.5 million, radio $2.3 million. Combined network billing $9.2 million; tv $9 million, radio $.2 million. Total broadcast billing $14 million. Leading spot advertisers: Dodge Div., Florists Telegraph Delivery Assn. Leading network advertisers: Dodge Div., Florists Telegraph Delivery Assn.

Harry B. Cohen: Combined spot billing $4.5 million; tv $3.3 million, radio $1.2 million. Combined network billing $1 million; tv $1 million, radio nothing. Total broadcast billing $5.5 million. Leading spot advertisers: Grove Labs, West End Brewing Co., B. T. Babbitt Co., Doeskin. Leading network advertisers: Grove Labs, Block Drug Co.

Norman, Craig & Kummel: Combined spot billing $4.1 million; tv $1.5 million, radio $2.6 million. Combined network billing $5.5 million; tv $5.5 million, radio nothing. Total broadcast billing $9.6 million. Leading spot advertisers: Selchow & Righter, Seeman Bros., Hudson Pulp & Paper. Leading network advertisers: Ronson Corp., Speidel Corp.

Needham, Louis & Brorby: Combined spot billing $4 million; tv $2 million, radio $2 million. Combined network billing $8 million; tv $7.5 million, radio $.5 million. Total broadcast billing $12 million. Leading spot advertisers: Monsanto Chemical Co., S. C. Johnson, Kraft Foods Co. Leading network advertisers: Quaker Oats Co., Monsanto Chemical Co., S. C. Johnson.

Grey Adv.: Combined spot billing $4 million; tv $2.8 million, radio $1.2 million. Combined network billing $7 million; tv $6 million, radio $1 million. Total broadcast billing $11 million. Leading spot advertisers: Dan River Mills, Shwayder Bros., Emerson Drug Co., Procter & Gamble (Fluffo). Leading network advertisers: Doeskin, RCA, Ideal Toys, Whitehall Pharmacal.

Geoffrey Wade: Combined spot billing $3.4 million; tv $2.4 million, radio $1 million. Combined network billing $7.6 million; tv $6.6 million, radio $1 million. Total broadcast billing $11 million. Leading spot advertiser: Miles Labs. Leading network advertiser: Miles Labs.

Tatham-Laird: Combined spot billing $3.3 million; tv $2.7 million, radio $.6 million. Combined network billing $10.5 million; tv $10.5 million, radio nothing. Total broadcast billing $13.8 million. Leading spot advertisers: C. A. Swanson & Sons, General Mills, Toni Co., Procter & Gamble. Leading network advertisers: General Mills, Toni Co., Armour, C. A. Swanson & Sons.

Maxon Inc.: Combined spot billing $3 million; tv $3 million, radio nothing. Combined network billing $11 million; tv $10 million, radio $1 million. Total broadcast billing $14 million. Leading spot advertisers: General Electric, H. J. Heinz Co. Leading network advertisers: Gillette, H. J. Heinz Co.

Erwin, Wasey & Co.: Combined spot billing $2.5 million; tv $.5 million, radio $2 million. Combined network billing $5.5 million; tv $5.5 million, radio nothing. Total broadcast billing $8 million. Leading spot advertisers: Carnation Co., Arizona Brewing Co. Leading network advertisers: Car-

TOP 25 IN SPOT: 1956 AND 1955

Rank in 1956	Agency	Combined Spot Billing	Tv Spot	Radio Spot
1.	TED BATES	$35	$30	$5
2.	YOUNG & RUBICAM	34	30	4
3.	BBDO	32	25	7
4.	MCCANN-ERICKSON	26.4	19.5	6.9
5.	LEO BURNETT & CO.	22	18	4
6.	J. WALTER THOMPSON	19	10	9
7.	N. W. AYER & SON	16	9	7
8.	BENTON & BOWLES	15.2	14	1.2
9.	WILIAM ESTY	13.3	8.5	4.8
10.	KENYON & ECKHARDT	13.1	9.1	4
11.	DANCER-FITZGERALD-SAMPLE	12	9	3
12.	COMPTON ADV.	10.7	9.6	1.1
13.	SSC&B	8.5	4.5	4
14.	CUNNINGHAM & WALSH	7.2	5.2	2
15.	D'ARCY ADV.	7	4	3
	FOOTE, CONE & BELDING	7	2	5
17.	CAMPBELL-MITHUN	6	5.3	.7
	LENNEN & NEWELL	6	5.5	.5
19.	EARLE LUDGIN	5.8	5	.8
	EMIL MOGUL	5.8	3.3	2.5
21.	RUTHRAUFF & RYAN	5.5	3.5	2
22.	GRANT ADV.	4.8	2.5	2.3
23.	HARRY B. COHEN	4.5	3.3	1.2
24.	NORMAN, CRAIG & KUMMEL	4.1	1.5	2.6
25.	NEEDHAM, LOUIS & BRORBY	4	2	2
	GREY ADV.	4	2.8	1.2

Rank in 1955	Agency	Combined Spot Billing	Tv Spot	Radio Spot
1.	TED BATES	$29	$24	$ 5
2.	YOUNG & RUBICAM	27	16	11
3.	MCCANN-ERICKSON	22	20	2
4.	BBDO	21.5	14	7.5
5.	LEO BURNETT CO.	18	15	3
6.	N. W. AYER & SON	15	12	3
7.	J. WALTER THOMPSON CO.	12.7	9.5	3.2
8.	BENTON & BOWLES	11	10	1
9.	KENYON & ECKHARDT	10	7	3
10.	DANCER-FITZGERALD-SAMPLE	9	6	3
11.	CUNNINGHAM & WALSH	8.4	6.7	1.7
12.	GEOFFREY WADE ADV.	8	6	2
13.	RUTHRAUFF & RYAN	7.1	4.5	2.6
14.	BIOW-BEIRN-TOIGO	7	5	2
15.	WILLIAM ESTY CO.	6.5	4	2.5
16.	GRANT ADV.	6.3	4	2.3
17.	COMPTON ADV.	5.7	5	.7
18.	HARRY B. COHEN	5.5	4	1.5
19.	LENNEN & NEWELL	5	2.4	2.6
20.	FOOTE, CONE & BELDING	4.5	3.3	1.2
21.	NEEDHAM, LOUIS & BRORBY	3.8	1.8	2
22.	SULLIVAN, STAUFFER, COLWELL & BAYLES	3.5	2.5	1
23.	D'ARCY ADV.	3.5	2.5	1
24.	EMIL MOGUL	3.2	1.8	1.4
25.	GREY ADV.	3	1.5	1.5

nation Co., General Time Corp., Campana Sales Co.

Bryan Houston: Combined spot billing $2.3 million; tv $1 million, radio $1.3 million. Combined network billing $8.5 million; tv $8.5 million, radio nothing. Total broadcast billing $10.8 million. Leading spot advertisers: Colgate-Palmolive Co., Nestle Co. Leading network advertisers: Nestle Co., J. P. Stevens, Colgate-Palmolive Co.

Warwick & Legler: Combined spot billing $2.2 million; tv $.9 million, radio $1.3 million. Combined network billing $4 million; tv $4 million, radio nothing. Total broadcast billing $6.2 million. Leading spot advertisers: Ruppert Brewing Co., Hoffman Beverage. Leading network advertisers: Schick Inc., J. A. Wright.

MacManus, John & Adams: Combined spot billing $2.1 million; tv $.9 million, radio $1.2 million. Combined network billing $4.9 million; tv $4.6 million, radio $.3 million. Total broadcast billing $7 million. Leading spot advertisers: White Rock Corp., Minnesota Mining & Mfg. Co. Leading network advertisers: Dow Chemical Co., General Motors Corp., Cadillac, Pontiac, Minnesota Mining & Mfg. Co.

Russel M. Seeds: Combined spot billing $2 million; tv $.5 million, radio $1.5 million. Combined network billing $5 million; tv $5 million, radio nothing. Total broadcast billing $7 million. Leading spot advertiser: Brown & Williamson. Leading network advertisers: W. A. Sheaffer Pen Co., Lanolin Plus, Brown & Williamson.

Campbell-Ewald: Combined spot billing $2 million; tv $1 million, radio $1 million. Combined network billing $19 million; tv $16 million, radio $3 million. Total broadcast billing $21 million. Leading spot advertisers: General Motors Acceptance Corp., Weston Biscuit Co. Leading network advertisers: General Motors Corp., Chevrolet Motor Div., United Motor Div.

Doherty, Clifford, Steers & Shenfield: Combined spot billing $1.4 million; tv $.5 million, radio $.9 million. Combined network billing $5.3 million; tv $5 million, radio $.3 million. Total broadcast billing $6.7 million. Leading spot advertisers: Bristol-Myers, J. B. Williams Co., Fulham Bros. Frozen Foods. Leading network advertisers: Bristol-Myers, Borden Co.

Geyer Adv.: Combined spot billing $1 million; tv $.5 million, radio $.5 million. Combined network billing $7 million; tv $5.5 million, radio $1.5 million. Total broadcast billing $8 million. Leading spot advertisers: American Home Products, American Motors. Leading network advertiser: American Motors.

Raymond Spector: Combined spot billing $.6 million; tv $.6 million, radio nothing. Combined network billing $5 million; tv $4.5 million, radio $.5 million. Total broadcast billing $5.6 million. Leading spot advertiser: Hazel Bishop. Leading network advertiser: Hazel Bishop.

Kudner Agency: Combined spot billing $.5 million; tv nothing, radio $.5 million. Combined network billing $12.5 million; tv $9 million, radio $3.5 million. Total broadcast billing $13 million. Leading spot advertisers: Buick Motors, U. S. Tobacco Co., Goodyear Tire & Rubber Co. Leading network advertisers: General Motors, Frigidaire, Buick.

North Adv.: Combined spot billing $.4 million; tv $.4 million, radio nothing. Combined network billing $8.6 million, tv $7.6 million, radio $1 million. Total broadcast billing $9 million. Leading spot advertisers: Lanvin Parfums, Englander Mattress Co. Leading network advertisers: Toni Co. (Div. of Gillette), Papermate.

Season's Greetings

A happier New Year for sponsors with these productive buys

. . full sponsorship or participations

Channel 2 Theatre

Monday through Friday at 11.15 p.m.

full length feature films with many famous stars

A selected group of top-quality full length feature films, which include widely-acclaimed productions, star an impressive array of famous Hollywood artists. These excellent films include many first-runs, and with their huge audience provide the perfect vehicle for late-evening advertisers.

The Range Rider

Monday through Friday at 5.30 p.m.

with Jack Mahoney and Dick Jones

All western fans are thrilled by this action-packed series, in which the heroes perform daring stunts.

Amos 'n Andy

Monday through Friday at 6 p.m.

hilarious fun for the entire family

Amusing antics of Harlem's most beloved characters garner big cross-section audiences for sponsors.

Waterfront

Mondays at 6.30 p.m. *starts January 7*

Public Defender

Tuesdays, Thursdays at 6.30 p.m.

City Detective

Wednesdays at 6.30 p.m. *starts January 2*

Federal Men

Fridays at 6.30 p.m. *starts January 4*

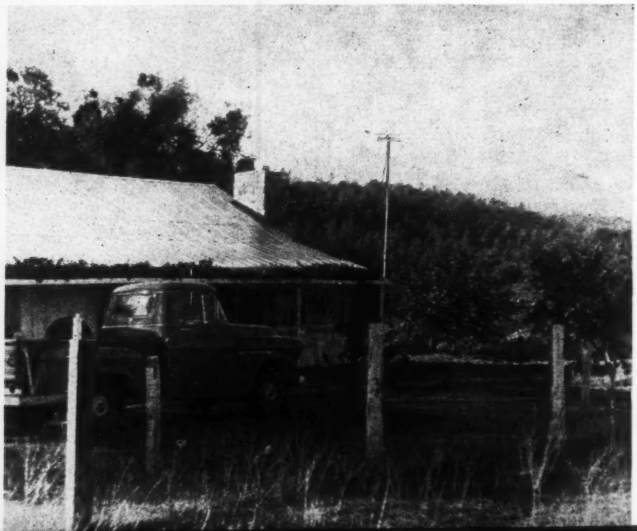
In Maryland, most people watch **WMAR-TV**

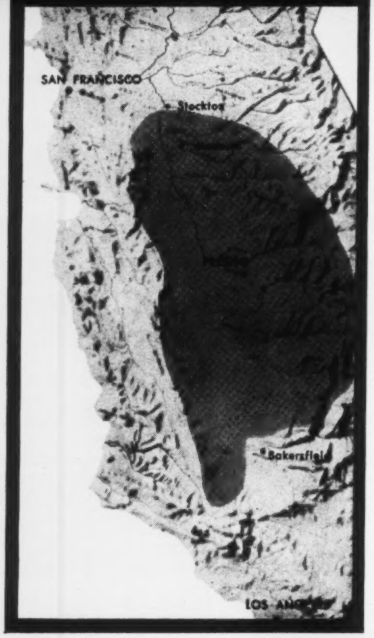
CHANNEL 2 SUNPAPERS TELEVISION BALTIMORE, MARYLAND

Telephone MUlberry 5-5670 ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

Represented by THE KATZ AGENCY, Inc. New York, Detroit, Kansas City, San Francisco, Chicago, Atlanta, Dallas, Los Angeles

Over, above---and beyond





One-third of Central California — east of the San Joaquin Valley — contains the nation's most rugged and beautiful mountains.

Here live thousands of families . . . cattlemen, lumbermen, turkey growers, ranchers . . . all with a better than average income. Most of them have wanted television for years.

Now, the powerful KFRE-TV signal carries over, above and beyond the mountains to bring them the only television service they can get.

Only KFRE-TV covers both the rich San Joaquin Valley . . . and the prosperous families in the other third of Central California. It's your most productive television buy.

KFRE-TV 12

FRESNO CBS

BLAIR-TV

Paul R. Bartlett, President   Ed Freck, Manager   Bob Klein, Sales Manager

NATL. SPOT RADIO TO SMASH RECORDS

- **SRA: '56 Is 30% Above '55**
- **'57 Expected to Trump '56**

A FORECAST that national spot radio time sales next year may even top an estimated record-high $150 million in spot radio billings this year [B•T, Dec. 17] was voiced last week by Larry Webb, managing director, Station Representatives Assn.

The previous record, set in 1953, was just under $135 million.

SRA also released the time sales total for October—over $16 million, or a 30.8% increase over the same month in 1955.

The time sales are compiled and released by Price Waterhouse Co. for SRA.

High percentage increases in spot radio sales have been confined generally to the larger markets in which some stations have shown tremendous gains over last year. While smaller stations are doing "fairly well," Mr. Webb found that they are not matching the percentage gain of the largest market outlets, primarily because advertisers are buying heavy saturation campaigns in the larger markets on a continuing basis.

October's increase was the greatest monthly rise for the year in the 10 months covered and compared to the same periods last year. Gain for the 10 months was 22.1%. The monthly comparision follows:

	[1]1956	[2]1955	Percent Gain
January	$ 10,758,000	$ 9,031,000	19.1
February	11,643,000	9,384,000	24.0
March	12,349,000	10,756,000	14.8
April	10,278,000	9,828,000	4.6
May	12,396,000	9,631,000	28.7
June	11,791,000	9,238,000	27.6
July	10,719,000	8,474,000	26.4
August	11,207,000	8,707,000	28.7
September	11,683,000	10,004,000	16.8
October	16,004,000	12,231,000	30.8
Total 10 months	**$118,828,000**	**$ 97,284,000**	**22.1**
November		12,286,000	
December		10,830,000	
Total for the year		**$120,400,000**	

[1] Revised estimates.

[2] Final figures for year.

Index, national spot radio, October 1956, 143.2, using 1954 FCC figures as base year.

BEER IN LOS ANGELES TV

WHOSE COMMERCIALS GET MOST EXPOSURE?

Hooper Index of Broadcast Advertisers (Based on Broadcast Advertisers Reports' monitoring)

NATIONAL (NETWORK) INDEX

Rank	Product & Agency	Network Shows	Total Networks	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Schlitz (J. Walter Thompson)	1	1	4	103
2.	Pabst (Leo Burnett)	1	1	2	34
3.	Miller High Life (Mathisson)	(P)	1	3	9

LOS ANGELES (NETWORK PLUS SPOT)

Rank	Product & Agency	Network Shows	Total Stations	"Commercial Units"	Hooper Index of Broadcast Advertisers
1.	Hamm (Campbell-Mithun)		5	51½	252
2.	Eastside (Leo Burnett)		3	71½	242
3.	Burgermeister (BBDO)		5	19½	134
4.	Budweiser (D'Arcy)		4	46½	132
5.	Rheingold (Foote, Cone & Belding)		3	21	103
6.	Lucky Lager (McCann-Erickson)		3	7½	94
7.	Schlitz (J. Walter Thompson)	1	1	4	52
8.	Champale Malt Liquor (Dowd, Redfield & Johnstone)		1	16	38
9.	Regal Pale (Guild, Bascom & Bonfigli)		1	4	36
10.	Coors (Revill J. Fox Agency)		1	5	32
11.	Pabst (Leo Burnett)	1	1	2	30
12.	Country Club Malt Liquor (Compton)		1	9	18
13.	Olympia (Botsford, Constantine & Gardner		1	1	12
14.	Goetz (Compton)		1	5	11
15.	Miller High Life (Mathisson)	(P)	1	3	3
16.	Guiness Beer & Ale (Campbell-Ewald)		1	2	1

(P) Participations, as distinguished from sponsorship.

In the above summary, the monitoring occurred the week ending November 10, 1956.

The Hooper Index of Broadcast Advertisers is a measure of the extent to which a sponsor's commercials are seen or heard. Each commercial is assigned a number of "commercial units," according to its length.* This number is then multiplied by the audience rating attributed to that commercial. When each commercial has thus been evaluated, the results for all commercials of each sponsor are added to form the HIBA. For further details of preparation, see the basic reports published by C. E. Hooper Inc., Broadcast Advertisers Reports Inc. and American Research Bureau Inc. Above summary is prepared for use solely by BROADCASTING • TELECASTING. No reproduction permitted.**

*** "Commercial Units": Commercials are taken from the monitored reports published by Broadcasting Advertisers Reports Inc. A "commercial unit" is defined as a commercial exposure of more than 10 seconds but usually not more than one minute in duration. Four "commercial units" are attributed to a 30-minute program, and in the same proportion for programs of other lengths. A "station identification" equals one-half "commercial unit."**

**** Audience ratings for television, both national and local, are those published by American Research Bureau Inc. Those for radio are the ratings of C. E. Hooper Inc. In the case of station breaks, the average of the ratings for the preceding and following time periods is used wherever feasible: otherwise, the rating is that of either the preceding or following time period, normally the preceding.**

Anheuser-Busch Offers Half Sponsorship of Cardinals

ANHEUSER-BUSCH Inc. will offer half of all St. Louis Cardinals baseball broadcasts on a regional radio network and on KTVI (TV) St. Louis to participating advertisers in 1957, with Busch-Bavarian beer supplanting Budweiser as main sponsor, it was learned last week.

Busch will sponsor half of each home and road game on perhaps 100 stations, and of each weekend and night road contest on KTVI (TV), with non-competitive clients able to buy spots in the remaining time.

Budweiser sponsored the complete package this year. In B•T Dec. 17, D'Arcy Adv. Co., which handles Budweiser, was incorrectly identified as the agency for Pabst Brewing Co., instead of Leo Burnett Co. Pabst is one of four advertisers which have signed for the Chicago Cubs on WIND in that city, to be fed to a regional network with clients buying only Chicago coverage.

Midwest Networks Buy NCS No. 2

SUNFLOWER and Iowa Tall Corn Networks, with composite of 18 radio stations, have subscribed to Nielsen Coverage Service No. 2, John K. Churchill, vice president of A. C. Nielsen Co., announced last week. Sunflower has purchased the service for five Kansas outlets as a group (three already subscribe individually), while Iowa Tall Corn represents 13 outlets (including seven already subscribing separately).

Lever Bros. Radio Pioneer Dies

FUNERAL services were held last week at St. Joseph's church in Belmont, Mass., for Michael J. Roche, 56, general manager of corporate advertising, Lever Bros., and pioneer in Lever's use of the broadcast media. He died Dec. 13 in New Rochelle, N. Y., after a brief illness. Mr. Roche, who joined Lever in 1920, was instrumental in starting the *Lux Radio Theatre* in 1934.

Survivors include his wife, Genevieve, of Larchmont, N. Y.; a son, William J. Roche of Framingham, Mass.; his mother, a brother and five sisters.

GIMMICKS AND GIVEAWAYS

Broadcasters, buyers agree they'll never replace good programming

One of radio's timeliest—and touchiest—topics got the full treatment from two top station managers, Gordon McLendon of KLIF Dallas and Robert Leder of WOR New York, at last Tuesday's timebuying and selling seminar of Radio & Television Executives Society, New York. Their comments, in condensed form, appear below. Observations from the other side of the fence—that of the timebuyer asked to use a station which boosts its ratings by gimmicks and giveaways—will be found on the facing page.

MR. McLENDON

SINCE I originally accepted this invitation to debate the effect of giveaways on radio ratings, fate has intervened to make me something of an authority on giveaways. Nine days ago, on an abominable Sunday evening, my station KLIF in Dallas had the shocking experience of giving away $50,000 in one day [B•T, Dec. 17].

KLIF had hidden a $50,000 check made payable to "bearer." The chances were naturally against its being found. The treasure hunt was to last for nine days and we had announced that on the ninth day we were to pick up the $50,000 check and replace it with one for $500, giving such direct clues that it would be found quickly. But lady luck stepped in. Six hours before we were to pick up the check, a plasterer found all fifty thousand. I would have shot myself if I'd had the strength.

I'm sure that little episode was the largest single station giveaway in the history of radio—as a matter of fact, the largest non-quiz giveaway in all radio history, including networks.

What did this huge giveaway do to our KLIF ratings?

In November, before the big treasure hunt, Hooper showed KLIF with 39.9% of the morning audience in Dallas and 40.9% of the afternoon audience. Our December figures, show KLIF with 39.1% of the morning audience, a decrease of nearly 1%, and 47.9% afternoons, about a 7% increase. We believe we'd have had this same small afternoon increase without the treasure hunt, since we had effected some other afternoon program changes that made us normally anticipate an increased share, and we *dropped* slightly in the morning despite a $50,000 giveaway!

I should like to distinguish between ligitimate and illegitimate promotions. I could not and would not defend dishonest promotions which offer prizes to listeners for falsely stating that they have been or are listening to any station. Stations employing such devices should be put off the air.

No Appreciable Effect Locally

We can prove beyond any question that most giveaways no longer have any appreciable direct or short-run effect on *local* station ratings. We know that a network giveaway like *The $64,000 Question* draws big ratings, but even so these ratings are due to its *entertainment* value since the audience can have no expectation of reward. We do not believe any local radio giveaways *directly* stimulate audience to any great extent. At one time, they did. But now, here in New York you've seen little direct effect on ratings, either short or long run, from WINS' huge giveaway, *Kashbox*. Neither have WRCA's hidden thousand dollar bills been able to project it into first place. Perhaps the novelty of entering such contests has worn off for a large share of the audience. Too many people have entered station contests and have not won. These local station contests and giveaways still have indirect, long-run value to the station, but not value because of sudden increases in ratings.

Our station in Milwaukee, WRIT, made notable gains quicker

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MR. LEDER

A PEABODY AWARD is small solace to an owner with red ink on his books. However, I am convinced after much experience that high profits are compatible with good programming—programming in the interest of the public we serve.

I would like it understood that I firmly believe that music stations provide an important entertainment service to the listening public and that they too can be thought-provocative to our teen-age and adult music fans. I *have found* that a music format imposes rigid boundaries which offer few opportunities to explore the great latitude of expression and experiences that the radio medium can offer. I am critical of those who blithely bandy about the so-called music-and-news format because it has been a way for many operators who have little imagination and little ability to do much more with their stations. They believe that you must minimize the spoken word—except commercials, of course; that newscasts must be brief; that the public would be bored with the story behind the headlines; and their attitude towards public service is: "Let the big station do it."

Victims of Snare and Delusion

These operators are victims of a snare and a delusion—the snare being such great and profitable music stations as WNEW New York, WHBH Boston, KLAC Los Angeles and WIND Chicago. What they don't realize is that years of thoughtful operation and intelligent management made the stations what they are today. They do not realize that it takes taste and sensitivity and people to program music, and imaginative promotion to create a listening habit. The real gold at the end of the broadcast rainbow doesn't just happen. Though most of these operators are doing well by other industry standards—for example, they net 15% after taxes—this return deludes them into believing that their formula is a sound one. But I can tell you from experience that they are not scratching the profit surface — the real profit potential of our fabulous business.

It is inane to believe that in a market of 12 million people there are not those who want to hear discussions, comedy and drama, meet fascinating guests, be exposed to the excitement of travel, play-by-play sports and live music. The proof that there are such discriminating listeners lies in New York where WCBS, WNEW and WOR have ranked one-two-three in audience consistently over the last 20 years. An interesting facet is that the percentage of radio families listening to these thought-provocative stations is growing every day and, most important, the volume of business done by these three stations exceeds the total volume of the next eight stations in the market. I would gather from these figures that the three stations must sell merchandise, too.

What I have said is a far cry from a discussion relating to the effects of gimmicks on ratings, but it is a necessary foreword, because gimmicks, contests and money giveaways are a manifestation of the broadcasters who lack creative ability, lack imagination,

Continued on facing page

lack salesmanship and—most important of all—lack a belief in the intelligence of their audiences. It runs true to form that every gimmick or contest ever purveyed on the air was to help an ailing property, a poor program, a sick station. No well-run, well-managed station in this country has had to give away money to attract listeners. I would condone any good station using any promotional device, including giveaways, to attract listeners, if they felt their basic product was a sound one. However, money of itself is no replacement for entertainment nor for service.

Let us talk about gimmicks and ratings. For years, we as broadcasters have decried the enslavement of the advertiser and his agency to ratings and what they do or do not represent. We say that there is no corollary between ratings and the ability of a station to sell merchandise. We argue that the cost per thousand should not be the sole criterion of media buying. But what do we do about it? We default! We synthesize ratings by giving away money, by running contests, in a mad endeavor to achieve higher ratings which are as fleeting as the fickle audience who the next day tunes to the station that raises the ante.

What Is Advertiser Getting?

When and if the advertiser is mesmerized into buying the synthetic ratings, what is he getting for his money—the confidence of the listener? Quite the contrary. I believe he is buying inflated figures which will have no relationship to advertising impact. I have been told by all of the rating services that they themselves have tried every recourse to eliminate any but legitimate program promotions in rating weeks because the services themselves know that it is inevitable that their usefulness will be at an end unless they reflect honest, accurate listening habits. We need such surveys—ideally, one common to all markets of the country. But if the problem of inflated ratings continues and we contribute to them, I am afraid the next step will be no ratings at all.

Monetary Award Common

Now let's talk about the surveys themselves. In a report released to me by Dr. Sidney Roslow of Pulse, I take the following excerpts: In many markets throughout the United States radio stations have attempted to buy audiences through one means or another. A common method has been a monetary reward to the respondents for reporting listenership to a station when interviewed. Usually such a station broadcasts the promise to pay a sum of money if the respondent will report listenership to this station when asked over the phone or at the door—"What station are you listening to?" In one city such a campaign was carried on by one of the stations. During the same week 3,000 personal interviews were made in the city. The coincidental question was asked at the door; however, the interviewer asked to examine the set to verify that the answer was a true one. Out of the 3,000 calls, 106 reports of listening to the "reward-for-listening" station were obtained. Of these 106 reports, 39 were not verified. The respondent was actually listening to some other station or not listening at all. It is evident that the audience level to this station was inflated

TIMEBUYERS CAUTIOUS OF 'GIVEAWAY-HYPOED' STATION RATINGS

TIMEBUYERS can be "influenced" to an extent—but not tricked—by station ratings which are "hypoed" by cash giveaways, contests and the like, although in placing a commercial message for his client, the buyer essentially seeks mass audience—the more people the better.

This was the consensus of a group of timebuyers on New York's agency row, canvassed at random by B•T last week. While most would "accept" increased ratings via the giveaway or similar device, each had many qualifications and there was a shading of opinion.

The handful of buyers checked are responsible executives at top agencies which annually handle millions of advertising dollars.

As a rule, the timebuyer will take notice of increased audience claims as translated from a rise in ratings. But nary a one, so long as he is aware of the cause of the upswing, will plunge headlong into a buy. All of those questioned indicated they ordinarily would wait and see if a sudden rating rise could be sustained for any length of time.

Another general opinion was that the buyer cannot be expected to judge station methods (whether "ethical"), only the purpose and the results.

Walter Bowe of Sullivan, Stauffer, Colwell & Bayles emphasized the "wait and see" attitude, particularly when a campaign is continuing in a market. But, he admitted, if a new campaign is to be placed, "obvious evidence" that a station is doing better by reaching a greater audience is an important consideration.

Roger Bumstead, media director of the New York office of MacManus, John & Adams (Bloomfield Hills, Mich.), has a definite viewpoint on giveaways promoted by stations. He stated flatly that he "never would buy a station or recommend that a station be bought" solely because "it gave a lot of money away and the ratings went up." He would be suspicious, he said, of any station that had a "reputation" of using rating "hypos" that were short-lived. "I would double-check such a station and look it over carefully," he noted.

Mr. Bumstead cautioned, however, that his "quarrel" with a station centers on the use of such promotion to cover or shield a "poor product [program or programming]." There's nothing wrong in a station using almost any kind of promotion or gimmick in trying to build audience so long as the station management wishes to dramatize to the public a program change, improvement of format, etc., "if this is sincerely the intention of the station." But, he continued, if the station merely is out to build its rating for a month or so as a short-term gain for "putting some money in the till," Mr. Bumstead feels the buyer won't and shouldn't go along.

Another timebuyer in the top 10 list of agencies handling radio-tv billings, who asked his identification to be withheld, noted that regardless of how the station achieves it, an increased rating that holds from month to month will influence the buyer.

"He can't avoid it if the station shows an increase," he said, noting that it was important, too, for the buyer to know what happens "afterwards"—*i.e.*, once the giveaway or contest is over. He said he would be "skeptical" of any device that was used "just to influence a monthly rating."

Jerry Feninger of Cunningham & Walsh echoed the "wait and see" sentiment: "The smart buyer would wait until after it was over." But, he admits, a successful promotion certainly "affects buying" but not to the extent of becoming the basis for a buy.

Grace Porterfield of Benton & Bowles pointed out that timebuyers are purchasing "audience," and regardless of whether it is a new morning man, comedian or other device that will increase audience, the buyer would be interested.

Tom Barker of J. Walter Thompson Co. felt that "gimmick programming" used solely to boost ratings would "never influence" the buyer. Once the buyer is aware of such a device, he will go back and check the station's ratings earned previously, and, if necessary, stick to buying adjacencies to programs with proven popularity. So far as buying into a local show, the gimmick would prohibit the buy unless the increased rating is sustained, he observed.

Jean Sullivan of Norman, Craig & Kummel emphasized that if the giveaway or other stunt is used by the station during its rating week to make a showing, then it "won't make any difference" to the buyer. A purchase can't be based on a gimmick; one has to see the "track record" established by the station and if it can keep a sustained higher level then the buyer would be satisfied. She noted, too, that the buyer would not be against such stints *"per se"* but at the same time, "wouldn't buy especially for that."

by some 50% where verification of the report was not possible. Deceit appears to be an outgrowth of the stimulus of financial reward.

Let's talk further about the value the advertiser really receives when he buys these inflated ratings. And let's assume that all people who answer yes in a survey are actually listening to the station. For one, the attentiveness to the advertiser's message is diluted, this because the focal part of the show becomes the clue or clues. The clue must be of paramount interest to anyone attracted to a program by the outside stimulus and everything other than the clue pales by comparison. The commercial becomes a fill between two clever jingles that hide the name of the first pharaoh of Egypt.

Dr. Smiley Blanton, a distinguished psychiatrist, author and director of the American Foundation of Religion & Psychiatry, says this of giveaways: "I would assume that the number of listeners to the giveaway programs would decrease considerably after the first flush of curiosity has had a chance to wear off. The essence of the neurotic is to keep on trying to get when he knows he can never get. The normal person, emotionally healthy, wants what he has an even chance of attaining. There just aren't enough neurotics to sustain popularity of the giveaway programs. There are more normal people than neurotics among adults." To interpret Dr. Blanton's remark as it affects an advertiser would set me to wondering as to the equity the advertiser would have after the first blush of curiosity. Psychologists have told me that if a person does not readily win a contest an aversion is created to the perpetrator and it is here again that the advertiser's product is hurt.

And what are the facts as they affect you? For the broadcaster to expose a poor product to more people is sheer suicide and I am afraid that this is the case more often than not. Don't attempt it!

To sum up what may seem to some to be indeed cause for concern—I will say that I have had an uncompromising faith in the vitality of our medium and in many of the great broadcasters in it. I make one appeal: Let us not make the medium of radio the great American sweepstakes. Put the money that you are giving away into building your product, better programs and new personalities. Use the imagination that you put into finding new gimmicks and new clues and into cleverly promoting them by putting it into promotion of your programming and your station. Build the only true and durable asset that you have—the loyalty and the confidence of your audience based on the integrity and the service that you give to them day in and day out—and remember—profits and good programming and service are compatible.

McLendon Text *(Continued from page 36)*

than a peg-legged man in a forest fire—despite Wisconsin's asinine laws which virtually forbid contests of any description. In El Paso our KELP deliberately went four months without a promotion just to see what would happen. Instead of dropping, our share of audience in El Paso actually climbed 2%—to 55%. Our station in San Antonio, KTSA, maintains a solid first place position in both Pulse and Hooper and yet for the past four months KTSA has had few giveaway contests.

Here in New York, WNEW leads in both Hooper and Pulse and I can't think of the last time WNEW had a contest or giveaway. WIND shows terrific command of Chicago, yet if WIND has ever had a giveaway contest I can't remember it. I can give you endless striking examples—the newest is WQAM, which bounced to the top in Miami Hooper in 90 days with no giveaways or contests at all.

So, you say, if local contests and giveaways do not directly increase audience, why have them?

The value of most contests to us is that, first, they stimulate talk, and second, lend an atmosphere of excitement and sparkle to the station. We believe that, even though some stations lead by large margins without such contests and giveaways, they could increase their overall general margin in share of audience by promotions (of which contests are but one type) the like of which our McLendon stations use. Mind you, I didn't say they could increase their share of audience for one period or one month, but, perhaps, show quarterly and yearly increases in share of audience.

Contests and giveaways are but one kind of promotion with us. While giveaways don't really concern us, promotion does. By "promotions" we mean, for example, our newspaper concept, with three mobile news units, eight fulltime newsmen and news coverage that prompted one New York newspaper to say that KLIF has, and I quote, "better local news coverage than all New York radio and television stations combined."

Many Public Service Promotions

By promotion, we mean also our 235 different station jingles, our Elvis Presley Night, where we drew 28,000 to the Cotton Bowl, our fancy news introductions, our thought-and talk-provoking editorials in the public interest, our hiring of a rainmaker for Dallas, our recent gift of a Cadillac to a blind children's charity in Dallas, our famous electric-train promotion, our "Miss Universe" event and our great collection of memorable radio recordings of the last 35 years. We have many public service promotions, such as our annual Christmas Party for underprivileged children. Among these great promotions, contests and giveaways are but one small part that could be easily eliminated without permanent impairment of real significance to our ratings. And we promote 52 weeks of the year—not just during rating periods.

I cannot resist saying that I can recall when a man named Bob Leder introduced something called *Kashbox*, on WINS. That is still the biggest giveaway in New York. But it hasn't hypoed the ratings of WINS yet.

If anything I have said sounds like an apology for prize contests, it shouldn't. They aren't necessary to rating domination. And, furthermore—at least on the local scene—contests and giveaways have been exaggerated out of all proportion to their real significance by those low in ratings. Stations which have little audience tend to seize upon anything for defense of their humble position. It has become fashionable to defend against leading stations by falsely claiming that giveaways have led to their dominance, when the real truth is that they lead because of hard work and superior programming.

Promotions have numerous collateral values. We think that the presence of certain promotions, especially continuing promotions, identifies the station in the listener's mind so that he or she is able to answer interviewers more accurately. And promotions generate public interest in and attention to radio and thus increase sets-in-use. In Milwaukee, where at least three stations aggressively promote radio, morning sets-in-use have crawled to 18.8 and afternoons to 14.1, according to Hooper. Promotion has done this. Compare Milwaukee to some other, stagnant markets where Hooper shows sets-in-use less than 10%.

Unfortunately, in these days when a network treasurer is a man who has a gold watch chain with a Phi Beta Kappa key at one end and no watch at the other, it has also become fashionable in radio to criticize a promotion-minded radio station for having forgotten its public service responsibilities. This is simply not true. Our KLIF file of public service accomplishments is so great that it amazed even our own attorney and the same thing is true of most other exciting radio stations. Competitors using such an approach to attack leaders are being deplorably dishonest and unfair.

Nor is the argument valid that promotions detract from attention to commercials. To say this is to say that anything overly entertaining dilutes attention and, of course, entertainment is the very lifeblood of radio. During our $50,000 promotion, we tested this out with six of our sponsors. All in all, they reported results from their announcements to be about the same during the treasure hunt as before.

Let me say again that promotions are not short-run hypoes but instead are long-run hypoes. We submit that only overall, sound programming—of which promotions are but a part—hypoes ratings. And we further submit that promotions should not be cast in disrespect and disgrace by a few clothheads in radio and television—for much entertainment has always been and always will be based on sound, clean promotion.

Top Echelon Realigned At M-E, Its Subsidiary

REALIGNMENT of executive personnel at McCann-Erickson International and the parent agency is being announced today (Monday) by Marion Harper Jr., president of McCann-Erickson Inc.

Frank White leaves the chairmanship of the international agency to assume the duties of Wilbert G. Stilson, vice president, treasurer and chairman of the parent agency's finance committee. Mr. Stilson becomes executive vice president in charge of the parent company's corporate headquarters in New York, as well as vice chairman of the operations committee.

MR. WHITE

MR. STILSON

Robert E. Healy, executive vice president of McCann-Erickson Inc., will succeed Mr. White as chairman of the International Agency, sharing some of Mr. White's former duties with the international agency's president, Edward R. Beach.

Mr. White's new title will be senior vice president, treasurer, and finance committee chairman.

COLORCASTING®

The Next 10 Days
Of Network Color Shows
(All times EST)

CBS-TV

Dec. 25 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk Co. through Gardner Adv.

Dec. 26 (8-9 p.m.) *Arthur Godfrey Show,* participating sponsors (also Jan. 2).

Dec. 30 (5:30-6 p.m.) *McBoing-Boing Show,* sustaining.

Jan. 1 (11:30-11:45 a.m.) *Mummers' Day Parade,* sustaining.

NBC-TV

Dec. 24-28 (3-4 p.m.) *Matinee,* participating sponsors (also Dec. 31, Jan. 2-4).

Dec. 24 (9:30-10:30 p.m.) *Robert Montgomery Presents,* Schick through Warwick & Legler and S. C. Johnson & Son through Needham, Louis & Brorby on alternate weeks.

Dec. 24 (11:15 p.m.-12 midnight) *The 12 Days of Christmas* and *The Nativity,* films, sustaining.

Dec. 25 (8:30-9 p.m.) *Noah's Ark,* Liggett & Myers through McCann-Erickson, and Max Factor of Hollywood through Doyle Dane Bernbach on alternating weeks (also Jan. 1).

Dec. 25 (10:30-11 p.m.) *Break the $250,000 Bank,* Lanolin Plus through Russel M. Seeds (also Jan. 1).

Dec. 26 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co. (also Jan. 2).

Dec. 27 (10-11 p.m.) *Lux Video Theatre,* Lever Bros. Co. through J. Walter Thompson Co.

Dec. 28 (8:30-9 p.m.) *Walter Winchell Show,* Toni Div., Gillette Co., through North Adv., and P. Lorillard Co. through Lennen & Newell on alternating weeks.

Dec. 29 (8-9 p.m.) *Perry Como Show,* participating sponsors.

Dec. 30 (3:30-4 p.m.) *Zoo Parade,* Mutual of Omaha through Bozell & Jacobs.

Jan. 1 (11:45 a.m.-1:45 p.m.) *Tournament of Roses Parade,* Minute Maid through Ted Bates and Florists Telegraph Delivery Service through Grant Adv.

[Note: This schedule will be corrected to press time of each issue of B•T]

Winchell Says Ratings Falsified, Sees Suit

SHARP blast at radio-tv rating services as "phony myth-matics" was made Wednesday night by Walter Winchell in an interview on Paul Coates' *Unit One* program on KTTV (TV) Los Angeles.

He also reported that "a man who is very well known in the trade, who owns a radio station in a southern city," will file a court suit before the end of this year charging that the "deputy" of a national rating service accepted a bribe to juggle the figures of another radio station to move the station up to first place.

Mr. Winchell told B•T he was not expressing "sour grapes" over cancellation of his weekly variety program on NBC-TV this month although he said he believes his show was dropped because of its ratings, despite other explanations.

During the program, Mr. Winchell displayed a document which he claimed was a "secret" counter report by one national rating service on the report of another rating service for a tv sponsor. Mr. Winchell said the initial report showed that a program was watched by 2.4 million children between ages 4 and 11 in New York while the secret counter report indicates there actually are only 1.7 million children in that age group in the city, based on census data.

Mr. Winchell told the KTTV audience that the rating question may be put before a congressional committee for investigation. Queried on this, Mr. Winchell said there may be a congressional inquiry of the rating situation because "I'm complaining about it."

Chrysler Executive Advocates Guaranteed Video Circulation

A PLEA for guaranteed tv circulation in which audiences would be commensurate with dollars expended in the visual medium was made last week by Richard S. Forbes, advertising director of Chrysler Corp., in an address before the Broadcasting Advertising Club of Chicago.

Speaking on "Our Future in Television," Mr. Forbes acknowledged the "tremendous force" of television in conveying concepts, ideas and personalities and that tv as a "high-speed communication" has made its mark. He made plain he was advocating guaranteed circulation, similar to that of printed media, on behalf of all advertisers.

Mr. Forbes observed that one advertiser may spend as much as $100,000 on a television program and come up with a 35 rating while another, spending the same amount of money, might only garner a 15. He felt it is good business to insist on circulation minimums and predicted this principle would be adopted within a matter of years. An initial step in that direction, he added, would be a uniform rating service to measure audience circulation. Principle of such circulation should be adopted, he said, because of "the tremendous amount of dollars expanded" in the medium.

Four Named Vice Presidents By MacManus, John & Adams

APPOINTMENT of four new vice presidents at MacManus, John & Adams, Bloomfield Hills, Mich., and New York, was announced last Wednesday by MJ&A President Ernest A. Jones. Affected are:

Eugene J. Gramm, creative director in MJ&A's New York office in charge of 11 accounts, who joined the agency in 1954 after spending nine years with other agencies; Mark Lawrence, radio-tv director in New York, with MJ&A since 1952; Milton F. Coulson Jr., former New York copy chief and more recently creative director in the Michigan office on the Pontiac account, and Leslie S. McMahon, manager of MJ&A's Toronto office who also was appointed a director of MacManus, John & Adams Ltd., Canada.

Skippy Signs for ABC-TV 'Drake'

SKIPPY Peanut Butter Div., of Best Foods Inc., New York, has signed for a new ABC-TV show, *This Is Galen Drake,* that beginning on Jan. 12 will be telecast live Saturdays, 7-7:30 p.m. EST.

This will be the first tv series for Galen Drake. Mr. Drake's programs with CBS Radio and his association with CBS' Housewives Protective League operation will continue.

The new program will be sponsored by Skippy on behalf of the peanut butter product and for Nucoa margarine. Agency is Guild, Bascom & Bonfigli, San Francisco.

Criminal Contempt of Court Ruled Against Dolcin Corp.

HEAVY spot radio user Dolcin Corp. and three of the firm's officers were convicted of criminal contempt of court last week by the U. S. Circuit Court in Washington.

The conviction—punishment is scheduled to be determined at a Jan. 14 hearing—followed a complaint by the Federal Trade Commission that Dolcin had continued advertising purported arthritis and rheumatism pain-killer properties of its pill after an FTC cease and desist order had been upheld by the court. A significant basis for the complaint and the court's decision were radio spot scripts used during 1955 on Washington, Philadelphia and Chicago radio stations. Dolcin spent $1 million on radio spots in 1955 and an estimated $1.5 million this year.

FTC formally charged Dolcin with misrepresentation in 1949. A cease and desist order was entered in 1952. This was appealed to the appellate court. The circuit court in 1954 affirmed the FTC order with some modification, ordered a further hearing to permit the introduction of disputed evidence, and ruled that pending the outcome of the additional hearing the order was to remain in effect. In April 1955, Dolcin's appeal for Supreme Court consideration was denied.

Among the radio stations used by Dolcin after this date, according to the FTC, were WTOP, WMAL and WWDC Washington, WFIL and WDAS Philadelphia and WGN Chicago.

Company officials convicted were Victor Van Der Linde, George Shimmerlik and Albert T. Wants. The court's decision was unanimous by Circuit Judges David L. Bazelon, Charles Fahy and George Thomas Washington.

'Extravagant' Advertising Blasted in Court Decision

"EXTRAVAGANT" advertising "facilitated" by radio-tv was blamed by a federal judge as one of four trends which "forbode evil." The other three, according to U. S. District Judge Robert N. Wilkin, are over-extended credit, disguised usury and high pressure salesmanship. The retired jurist's remarks were contained in a decision finding officials of Consolidated Engineering & Distributing Co. of America, Washington, D. C., guilty of bilking home owners on improvement contracts. Judge Wilkin had been called from retirement to sit on this case.

In discussing his ideas on the "evils" which he sees rampant, and which he lays "to some extent" to the "unfortunate effects of our present system of taxation," Judge Wilkin referred to "extravagant displays and programs that are presented to the public today as beyond the useful purpose of advertisement. They show little desire to serve prospective purchasers. They seem rather to be prompted by pride, rivalry between competitors, and a wish to use excess profits to build good will. Such extravagant advertising has been facilitated by radio and television. Although some of the programs offered by this means are commendable as informative, musical or dramatic entertainment, the practice of interrupting such entertainment by blatant, vulgar and self-serving commercials has been justly criticized as both bad taste and bad business. Such extravagance contributes to the high cost of living, and ultimately the consumer pays the bill."

Lottery Possibility Removed, Folger Says of Door Campaign

ELIMINATION of the element of consideration, effective Dec. 11, has mooted the lottery question in the Folger office doorbell ringing campaign questioned by the FCC last month, J. A. Folger & Co. and Raymond R. Morgan Co., Los Angeles advertising agency, reported to the FCC last week.

Both companies announced that no longer will a housewife answering the ring of a Folger coffee salesman be required to have a can of Folger coffee in the house to be eligible for an award. This, they averred eliminates the question of consideration entirely.

A lottery usually must consist of prize, chance and consideration. Both the Folger and Morgan companies emphasized that in the seven years of the campaign's existence, no question was ever raised as to its possible violation of the lottery laws.

The communication to the FCC related how the plan formerly worked: A salesman calls on a housewife. If she has Folger coffee in her kitchen, he asks her a question of general knowledge. If she answers correctly, she is awarded an appliance worth from $3 to $300. Radio spots are used to acquaint areas with the campaign.

The subject came to light last month when it was learned that the FCC had asked 34 west coast radio stations for information on the Folger coffee campaign [B•T, Nov. 12].

Bulova Seeks Alternate Sponsor For CBS-TV's 'Gleason Show'

BULOVA Watch Co., New York, has asked CBS-TV to find it an alternate sponsor on the *Jackie Gleason Show* (Saturday, 8-9 p.m. EST). Bulova now co-sponsors the show with P. Lorillard.

It was learned last week that the company would like to revert to an alternate-week sponsorship after Jan. 1. Reason for the projected change, it was understood, is budgetary in that Bulova wishes to protect its 20-second spot franchise that is placed on stations nationwide. P. Lorillard reportedly wants to continue its co-sponsorship.

McCann-Erickson, New York, is Bulova's agency.

LATEST RATINGS

NIELSEN

TOP RADIO SHOWS, TWO WEEKS ENDING NOVEMBER 10

Rank	Program	Sponsor	Agency	Net-work	Approx. No. of Stations	Day & Time	Homes (000)
Evening, Once-A-Week			(Average for All Programs)				(714)
1.	Election Returns	Westinghouse	Ketchum, McLeod & Grove	CBS	185	Tues., 8 to concl.	5,523
2.	Election Returns	Sunbeam RCA Oldsmobile	Perrin-Paus Kenyon & Eckhardt D. P. Brother	NBC	190	Tues., 8 to 3	4,000
3.	Election Returns	Kohler of Wisconsin	Roche, Williams & Cleary	MBS	525	Tues., 8 to 2:45	2,857
4.	Election Returns	Buick Div. of G.M.	Kudner	ABC	405	Tues., 8-4	2,476
5.	Great Gildersleeve	Anahist Crowell-Collier	Ted Bates Grey	NBC	160	Thurs., 8-8:30	1,571
6.	Dragnet	Anahist Carter	Ted Bates Ted Bates	NBC	176	Tues., 8-8:30	1,524
7.	Speech—Nixon	Nat'l Rep. Cong. Comm.	BBDO	CBS	185	Nov. 2	1,286
8.	People Are Funny	Anahist Crowell-Collier	Ted Bates Grey	NBC	165	Wed., 8-8:30	1,238
9.	Henry J. Taylor	General Motors	Kudner	NBC	189	Mon., 8-8:15	1,143
10.	Speech—Eisenhower	Nat'l Rep. Cong. Comm.	BBDO	NBC	150	Thurs., 9:30-10	1,143
Evening, Multi-Weekly			(Average for All Programs)				(857)
1.	Lowell Thomas	United States Div. General Motors	Campbell-Ewald	CBS	198	Mon.-Fri., 6:45-7	1,571
2.	News of The World	Miles Labs	Goeffrey Wade	NBC	188	Mon.-Fri., 7:30-45	1,524
3.	Amos 'n' Andy Music Hall	Brown & Williamson	Ted Bates	CBS	196	Mon.-Fri., 7-7:30	1,333
Weekday			(Average for All Programs)				(1,238)
1.	Helen Trent (2nd half)	Whitehouse	Victor & Richards	CBS	188	Mon., Wk. 2, 12:30-45	1,905
2.	Helen Trent (1st half)	Carter	Ted Bates	CBS	188	Mon.-Wed., 12:30-45	1,809
3.	Young Dr. Malone (1st half)	Mentholatum	J. Walter Thompson	CBS	186	Mon.,Wk. 2, 1:30-45	1,667
4.	Young Dr. Malone (2nd half)	Mentholatum	J. Walter Thompson	CBS	186	Wed., Wk. 2, 1:30-45 Alt. Times	1,667
5.	A. Godfrey	Intl. Min. & Chem.	BBDO	CBS	188	Mon.-Fr., 10-11:30	1,667
6.	Our Gal Sunday (2nd half)	Mentholatum	J. Walter Thompson	CBS	188	Fri., Wk. 2, 12:45-1	1,667
7.	A. Godfrey	Bristol Myers	Young & Rubicam	CBS	188	Mon.-Fri., 11:15-30	1,619
8.	A. Godfrey	Scott	J. Walter Thompson	CBS	188	Mon.-Fri., 11-11:15	1,619
9.	A. Godfrey	Staley	Ruthrauff & Ryan	CBS	188	Mon.-Fri., 10:15-30	1,619
10.	A. Godfrey	General Foods	Young & Rubicam	CBS	188	Mon.-Fri., 10:30-45	1,619
Day, Sunday			(Average for All Programs)				(524)
1.	Woolworth Hour	F. W. Woolworth	Lynn Baker	CBS	209	Sun., 1-3	1,619
2.	Robert Trout News	General Motors	Campbell-Ewald	CBS	154	Sun., 12-12:05	952
3.	Robert Trout News	General Motors	Campbell-Ewald	CBS	154	Sun., 10-10:05	857
Day, Saturday			(Average for All Programs)				
1.	Jack Sterling	Participating sponsors and agencies		CBS	175	Sat., 10:05-10:30	809
2.	Gunsmoke	Liggett & Myers	Cunningham & Walsh	CBS	200	Sat., 12:30-1	1,428
3.	Allan Jackson-News	Chevrolet	Campbell-Ewald	CBS	186	Sat., 12-12:05	1,381

NETWORK PRESIDENTS
NETWORK PRESIDENTS
COLOR TELEVISION
Its Introductory Year Begins
TEXAS

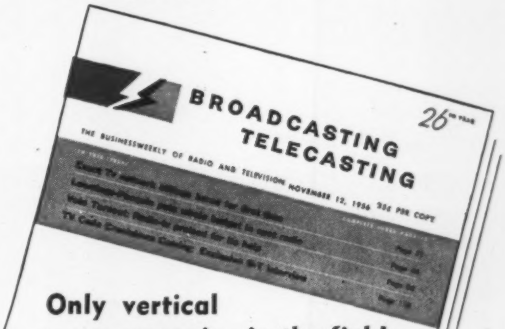
"It's news, so get it in!"

That command—given by Edwin H. James, managing editor—can be heard almost any Friday when B•T goes to press. Getting all the week's news into each issue of B•T is a tough job, but it's always done. That's why B•T staffers miss a lot of dinners at home, why B•T printers have nervous breakdowns, and why its readers learn more about radio and television from B•T than from other publications.

Ed James started holding up presses for B•T in 1945 as New York editor. In addition to news stories and articles for B•T, he's written on broadcasting matters for such other publications as *Fortune, Reader's Digest* and the *London Financial Times*. As managing editor, he now rides herd on the B•T staff (largest in the field), oversees production of a magazine containing 85,000 words a week, and in his spare time manages to interview radio-tv bigwigs just to keep in personal touch with what's going on.

Most folks in radio-television start the week with a long look at what Ed and his staff of 30 report. Readers get fresh, full information, and advertisers get their money's worth.

Executive and Publication Headquarters
B•T Building, 1735 DeSales St., N.W.,
Washington 6, D. C.


BROADCASTING
TELECASTING
26th YEAR
THE BUSINESSWEEKLY OF RADIO AND TELEVISION NOVEMBER 12, 1956 35¢ PER COPY

Only vertical
news magazine in the field
with ABC Membership.

ANYTHING FOR THE CAUSE: *Jolie (Mama) Gabor with daughters (l to r) Magda, Zsa Zsa and Eva. They offer their appeal, and perfume, for Hungarian relief.*

GABOR-HUNGARIAN P. I. PROPOSAL OFFERED

A PER INQUIRY deal trading on the current plight of the Hungarian people was being pitched to radio stations last week, with the singularly noted Gabor family as the instrument of commercialization.

Stations were invited to carry a 78-second recording featuring (1) Jolie Gabor, mother of Zsa-Zsa, Eva, and Magda, in an appeal for aid for Hungarian refugees, and (2) an announcer appealing for the sale of "Gabor family perfume" at the reduced price of $2.95. The station would keep 75 cents out of each $2.95 sale, send 54 cents to "First Aid for Hungary," and remit $1.66 to J&H Publicity Assoc., New York, which is handling the offer.

"Visualize the tremendous sales volume that will be attained by your station through this appeal and the philanthropic gesture of the Gabor family," Lester Jacobs of J&H said in a letter to broadcasters.

He told B•T, however, that the venture in no way seeks to "capitalize" on Hungarian relief. "How are we capitalizing on them when we're giving them money?" he wanted to know.

The Gabors, he asserted, are giving up their own receipts from the perfume in order that it may be offered in this radio appeal at the reduced price of $2.95 instead of the nationally advertised price of $5. He said the perfume is made by another company but that, as he understood it, the Gabors ordinarily receive royalties on its sale. The $1.66 that goes to J&H, he pointed out, covers manufacturer's perfume costs, taxes and recording expenses.

Mr. Jacobs said letters started going out to stations about 10 days ago and that eventually he hoped to send them to all radio outlets. It was still too early, he said last week, to determine how the offer was being received. He expressed hope that acceptance would be widespread.

The address of "First Aid for Hungary," to which stations were told they must send 54 cents of every $2.95 collected in the perfume sale, was not given in Mr. Jacobs' letter. It is 6 E 65th St., New York. Former President Herbert Hoover is honorary chairman of the organization, which has been notified by federal authorities that contributions to its fund are tax-exempt.

A spokesman for the fund said it was not "sponsoring" the Gabor radio venture, but that "if they want to give us the proceeds, we'll be happy to accept." Both the fund spokesman and Mr. Jacobs said they had discussed it in advance.

Here is the text of Mr. Jacobs' letter:

"Listen to the enclosed recording of Jolie Gabor, mother of the famous Gabor sisters, as she speaks and seeks aid for Hungarian refugees . . .

"Visualize the tremendous sales volume that will be attained by your station through this appeal and the philanthropic gesture of the Gabor family.

"You are permitted to offer to the listening audience in your area the fabulous 'Gabor family perfume' advertised by *Vogue* and sold all over the U. S. for $5 for only $2.95 on a C.O.D. or prepaid basis, provided however, that. . . .

"In addition to 75 cents your station retains from each sale for your efforts, 54 cents more must be deducted by you and sent to 'First Aid for Hungary' as a contribution by your station.

"The balance of $1.66 you will remit to us to cover excise taxes, the cost of the perfume, and miscellaneous recording expenses in making this offer possible to you.

"Now is the time for you to gain additional dollars for your unused time and still be in a position while making a handsome contribution to so worthy a cause, to gain additional prestige and many friends for your station.

"Should you require additional information, kindly call us collect at CH. 4-4662 [in New York] and we will explain in detail this wonderful plan for wonderful people."

NBC Radio Signs 5 Advertisers For Over $1 Million in Billing

NEW BUSINESS amounting to more than $1 million in net billing was signed by NBC Radio during the early part of last week, William K. McDaniel, vice president in charge of network sales, announced Thursday.

The advertisers making purchases include Pharma-Craft Corp. (Coldene) Batavia, Ill., through J. Walter Thompson, for nightly participations in *News of the World* (Monday-Friday, 7:30-7:45 p.m. EST); Lambert Pharmacal (Listerine), New York, through Lambert & Feasley, New York, for 10 participations in *NBC Bandstand* and five in *Woman in My House* every week for 13 weeks; Ex-Lax, Brooklyn, through Warwick & Legler, New York, for 52 weeks of announcements in a series of programs including *Woman in My House, Five Star Matinee, Pepper Young's Family* and *Monitor;* Olin-Mathieson Chemical Corp., Baltimore, through VanSant, Dugdale & Co., Baltimore, for a package of 10 weather segments in *Monitor,* and RCA, New York, for a 26-week campaign in the network's *Most Beautiful Voice in the World* special programs.

SSC&B Reports Staff Additions

ARTHUR WEITHAS, former freelance art director and agency consultant, has joined Sullivan, Stauffer, Colwell & Bayles as art director on the Richard Hudnut account, which the agency will take over from Kenyon & Eckhardt next week. Other SSC&B art personnel added last week: Charles Scimecca, formerly with Morse International; Ray Silka, of Doherty, Clifford, Steers & Shenfield, and Howard Connelly, most recently with the former Biow Co. All three join as assistant art directors.

New Records Set by Magazines

AN ALL-TIME high in revenues and advertising pages for magazines was reached during the first nine months of 1956, it was reported last week by the Magazine Advertising Bureau. The increases were 11.7% and 5.6%, respectively, over the same period last year, the previous record. Total revenue for the period this year was $518.6 million, or $54.2 million above the 1955 nine months. Total advertising pages for the Jan.-Sept. period was 63,442, a gain of 3,377 pages.

Esty Names Eight Directors

EIGHT new directors were announced last week at William Esty Co., New York. They are George I. Chatfield, executive vice president; William Strosahl, vice president and creative director; Dr. Wallace H. Wulfeck, vice president and assistant to president; John H. Peace, vice president and director of media planning; Samuel H. Northcross, vice president and account executive; William L. Young, vice president and director of merchandising; Will P. Booth, vice president and account supervisor, and George MacGovern, vice president and director of research.

A&A SHORTS

Prudential Insurance Co. of America ordered repeat of its Dec. 2 *Christmas in Stereo* simulcast on KRCA (TV) and KFI Los Angeles to be aired in the same stereophonic manner on Christmas Eve. Program features Burbank Symphony Orchestra from NBC-TV's studios in Burbank. Agency for Prudential is Calkins & Holden.

Lincoln J. Carter Adv. Agency, South Bend, Ind., announces organization will become partnership consisting of Lincoln J. Carter, John J. Futter and Keith A. Klopfenstein. Agency will keep Carter name.

Edwards Agency, L. A., has moved to its own building at 915 N. LaCienega Blvd.

AGENCY APPOINTMENTS

Sam McDaniel & Sons Inc. (Bunker Hill canned meats) appoints Cargill & Wilson Inc., Richmond, Va.

Benjamin Swig (owner of hotel chain) appoints M. B. Scott Inc., Los Angeles.

Autocar (division of White Motor Co., Cleveland), Exton, Pa., reappoints Gray & Rogers, Philadelphia.

Hardy Furniture Co., Maywood, Calif., appoints Goodman Adv., L. A.

SPOT NEW BUSINESS

Dance Guild of America (home instruction dance courses), N. Y., through Friend-Reiss Adv., same city, placing radio spot campaign starting Jan. 8 on WCAU Philadelphia and WOR, WCBS and WABC, all N. Y.

NETWORK NEW BUSINESS

Oldsmobile Div., General Motors Corp., will sponsor on ABC Radio and ABC-TV the Sugar Bowl football game between U. of Tennessee and Baylor U. direct from New Orleans on New Year's Day. Kick-off time is set at 1:55 p.m. EST, with a pre-game warmup scheduled from 1:45-1:55 p.m. EST. D. P. Brother & Co., Detroit, is agency.

Buick Motor Div. of General Motors has confirmed its purchase of CBS-TV's New Year's Day coverage of annual Orange Bowl game between U. of Colorado and Clemson College direct from Miami. Agency: Kudner Adv., N. Y.

Ralston Purina Co., Chows Div., St. Louis, plans to sponsor *Washington Farm Report,* daily NBC program featuring Washington news correspondent Richard Harkness. Agency: Gardner Adv. Co., same city.

Carter Products (toiletries), N. Y., signed as first sponsor of NBC-TV's *Nat (King) Cole Show* (Mon., 7:30-7:45 p.m. EST), contracting for six programs on alternate week basis, starting Jan. 7. Agency: Sullivan, Stauffer, Colwell & Bayles, same city.

KLZ's "Denver At Night"

...has revitalized nighttime radio

it's nighttime radio with "PEOPLENESS"*

*"PEOPLENESS" is another word for intimacy—or mutuality. By any word it's a close relationship of folks who *sell* with folks who *buy* (and lots of them†).

"DENVER AT NIGHT" buttonholes buyers because buyers spend their evenings with KLZ sales personalities . . . Merwin Smith, Dick McMahon, Warren Chandler, Stan Brown, Starr Yelland. People *buy* from People.

"DENVER AT NIGHT" is exciting "tune-and-stay-tuned" fare.

Listeners hear both sides of conversations in KLZer's talks with *people* 'round the corner . . . in New York . . . in London . . . or in Cairo—news in the making, human interest, drama. "Denver at Night" *lives among people* . . . takes listeners to cave-ins, shut-ins, disasters, weddings, cops on the beat, the quietly efficient hospital night nurse. It's vital . . . human . . . personal! Interspersed throughout is local, regional and world NEWS—MUSIC—VARIETY

BUY "Denver at Night"

SELL the Gr-r-rowing Denver Market!

Call your KATZ man
or KLZ Radio Sales Today!

†Latest PULSE proves KLZ has the highest all evening ratings in town—6 p.m. to midnight.

KLZ RADIO DENVER 560 k.c.

CBS in the Rocky Mountain Area
Represented by the KATZ Agency

A&A PEOPLE

Louis E. Dean, account executive, and **Paul E. Newman,** vice president-executive director of Kudner Agency, were elected vice president and director, respectively.

Jefferson E. Aldrich, Chicago sales director of *National Provisioner,* and **Warren S. Johnson,** writer-executive with Ruthrauff & Ryan, named vice president and director of creative copy, respectively, for Warner & Todd Adv., St. Louis.

Daniel E. Shea named senior vice president of marketing for Lennen & Newell, N. Y., in addition to his duties as management account supervisor on Stokely-Van Camp account.

Fenn C. Horton Jr., advertising-sales promotion manager, General Electric Lamp Div., to Charles Bowes Adv., Los Angeles, as account executive.

Park A. Woods, formerly account executive for Edward S. Kellogg Co., L. A., to Marketing Engineers, Santa Ana, Calif., in similar capacity.

Jace Leach, assistant advertising manager of Republic Steel's Berger Div., Canton, Ohio, to Griswold-Eshleman Co., Cleveland, as associate account executive.

George W. Oliver, formerly with Leo Burnett Co., Chicago, to account executive staff of Needham, Louis & Brorby, same city.

William D. Crelly appointed advertising director of Owens-Corning Fiberglas Corp. (Fiberglas products), Toledo, Ohio.

John J. Kane, account executive, Hutchins Adv. Co., Philadelphia, to Philco Corp.'s radio division as advertising-sales promotion manager.

Joe Lincoln, radio-tv timebuyer, Young & Rubicam, N. Y., to Agey, Hoite Adv. Inc., Miami, as media director.

Ted H. Koelikamp, account executive, Biddle Adv. Co., Chicago, to W. E. Long Co.-Independent Bakers Cooperative, as copy director.

Richard S. Hochman, formerly account executive at Mayer & O'Brien Inc., L. A., appointed director of Chicago public relations at Ruthrauff & Ryan.

Gerald McLaughlin, Leo Burnett, Chicago, to Ogilvy, Benson & Mather, N. Y., as art director.

Gerard C. Mooney, traffic-production departments, Kudner Agency Inc., N. Y., to C. J. LaRoche & Co., same city, as manager of traffic department.

Eleanor Jane Schiavone, space buyer in media department of Lavenson Bureau of Adv. Inc., Phila., named assistant media director.

Earl C. Moss, advertising manager of Inter-American Orange Crush Co., Evanston, Ill., to Gourfain-Cobb & Assoc., Chicago, as copy chief.

Adele Thomas, formerly with Biow Co., N. Y., to Reach, Yates & Mattoon, N. Y., as copywriter.

DR. SYDNEY ROSLOW, director of The Pulse Inc., addressed a recent luncheon meeting of the Peoria (Ill.) Advertising Club, which was followed by party given by Peoria radio stations for the city's advertising agencies. Among those present were (l to r): seated, Ken Becht, partner of Arbingast, Becht & Assoc. Inc.; Lewis Ross, president of Ross Adv. Agency; Dr. Roslow; Marjorie Olson, Thompson Adv. Agency media director; Marvin Hult, president of Marvin Hult & Assoc.; standing, John Livingston, WPEO general manager; Robert O. Runnerstrom, WMBD vice president; Thomas I. Greer, WEEK manager, and Jim Butler, WIRL assistant manager.

Seymour Francis, San Diego public relations counsellor and publicist, to Lisle Shoemaker Adv. Agency, same city, as head of public relations division.

James A. Mount, advertising-radio sales executive, to Pacific National Adv. Agency, Portland, as director of sales promotion.

George B. Bogart, account supervisor at Calkins & Holden Inc., appointed Chicago office manager.

Edmond Gray transferred from N. Y. to Chicago office of Kenyon & Eckhardt Inc. as associate tv producer.

Payne Williams, producer-writer of commercial tv films, Radio Free Europe, to Barlow Adv. Agency, Syracuse, N. Y., radio-tv staff.

Kevin Murphy, copywriter, Knox Reeves Adv., Minneapolis, to Herbert Willis & Assoc., same city, creative department.

Al Richman to creative staff of Olian & Bronner Inc., Chicago.

Edward J. Palmer, formerly with R. H. Macy & Co. (department store) N. Y., to contact department, Young & Rubicam, N. Y.

James O. Hanley, formerly account executive, Alfred Colle Co., Minneapolis, to Bruce B. Brewer & Co., Kansas City-Minneapolis, copy department.

Joanne L. Ditmer, assistant buyer in misses' sportswear, Denver Dry Goods, Denver, Colo., to Mark Schreiber Adv., same city, copy-market research staff.

John Gruenberg II, formerly on editorial staff of both *Hardware Age* and *Electronic Industries* magazines, to Arndt, Preston, Chapin, Lamb & Keen Inc., Phila., publicity staff.

John Andersen, formerly assistant sales manager for wholesale sales division of Chicago Printed String Co., and **Tom Powers,** recently discharged from service, to research department of Needham, Louis & Brorby Inc., Chicago.

Mrs. Mary Jordan Stephansson, Dinnerman & Co., Cincinnati, to Perry-Brown Inc., same city.

Frank C. Huseman Jr., graphic designer, to Henry J. Kaufman & Assoc., Washington, as art director.

Calvin F. Greenbaum, copywriter, Pharmaceutical Adv. Assoc., N. Y., to Charles W. Hoyt Co., same city, as copywriter.

Carl Miller, copywriter at United Airlines, to Waldie & Briggs Inc., Chicago, in similar capacity.

Brendan Baldwin, media supervisor with Kenyon & Eckhardt, N. Y., named media director for agency's Detroit office, succeeding **Lucian R. Bloom,** resigned.

Mary Ellen Wheeling, media director, Mottl & Siteman, L. A., to M. B. Scott Inc., same city, in similar capacity.

Barbara San Holbrook, Doherty, Clifford, Steers and Shenfield, N. Y., to copy staff of Doyle Dane Bernbach, same city.

George L. Young, Lang-Fisher-Stashower, Cleveland, to Griswold-Eshleman Co., same city, as assistant to media director.

George Culp, 83, receptionist at N. W. Ayer & Son, Phila., will retire on Dec. 31 after 64 years in advertising, 59 of which he has spent with Ayer.

John Yeargain, account executive, Roberts & Reimers, N. Y., has formed his own advertising agency, John Yeargain Inc., located at 141 East 44th St., N. Y.

THE RADIO ENGINEERING SHOW

moves to the COLISEUM!

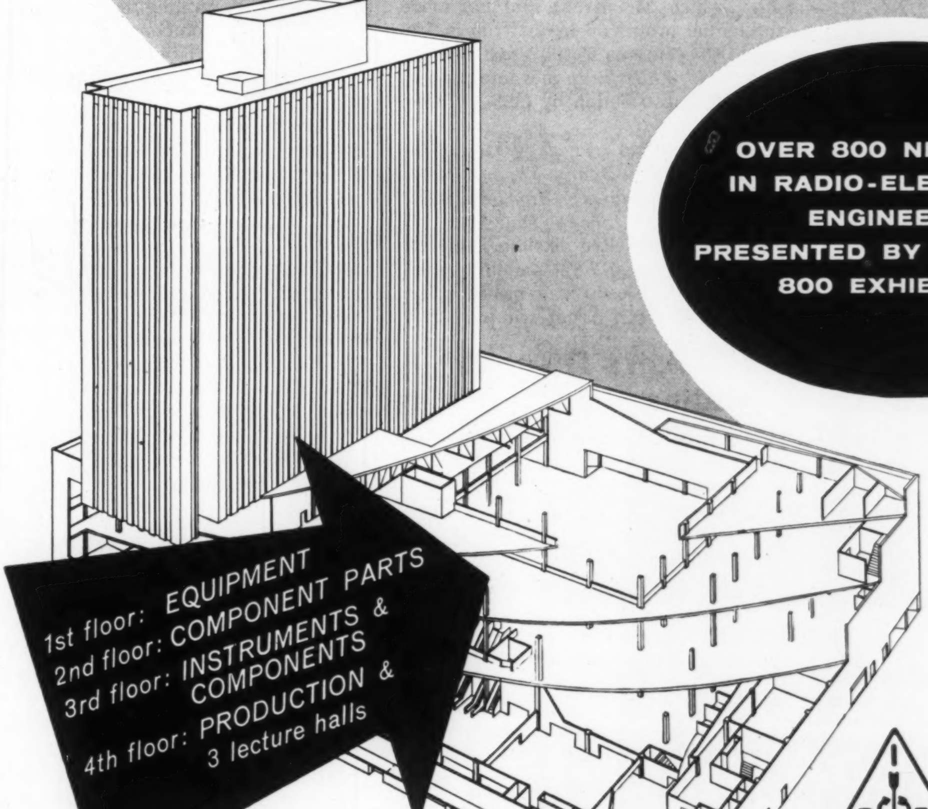
MARCH 18-21 • NEW YORK CITY

SO BIG it takes all 4 floors of New York City's Coliseum to hold this year's great annual IRE Radio Engineering Show. For 4 phenomenal days the largest show ever assembled will open its doors to more than **41,000*** *engineers just 4 minutes from Times Square.*

IS IT TOO BIG—not for a 12 billion dollar and still growing industry! More than 200 papers presented by 22 professional groups at the Convention's 55 technical sessions will summarize all that's new in radio-electronics research and development... the 834 exhibitors will also represent over 80% of the productive capacity of the industry. Not by a long shot is this show too big for what will soon be our nation's largest industry. Plan now to be at this vitally important radio-electronics show!

*41,017 engineers and businessmen from coast to coast and in every field of radio-electronics attended the 1956 Radio Show... the forecast for 1957 is even higher!

OVER 800 NEW IDEAS IN RADIO-ELECTRONICS ENGINEERING PRESENTED BY MORE THAN 800 EXHIBITORS!


1st floor: EQUIPMENT
2nd floor: COMPONENT PARTS
3rd floor: INSTRUMENTS & COMPONENTS
4th floor: PRODUCTION & 3 lecture halls

The Institute of Radio Engineers
1 East 79th Street, New York 21, N.Y.

Post' 48 Films for TV Seen in SAG-Fox Pact

POSSIBLY clearing the way for a break in the stalemate between major Hollywood studios and creative talent over the extra-pay formula for release of post-1948 feature films to television, the board of directors of the Screen Actors Guild last week voted to approve a settlement with Matty Fox and C&C Television Corp. for tv exhibition of 82 RKO features and about 50 short subjects.

At the end of the week, both the screen writers branch of the Writers Guild of America West and the Screen Directors Guild were meeting on approval or rejection of Mr. Fox's extra-pay offer to free the films for tv. A decision was expected Friday. C&C Television already has distributed pre-1948 RKO features to tv.

John L. Dales, national executive secretary of SAG, said Mr. Fox will pay the guild a total of $715,000 for tv release of the films, $615,000 of which will be paid in 36 monthly installments and $100,000 to be paid from his gross tv receipts for the entire RKO package of 740 features when such tv receipts exceed an average of $50,000 per picture.

The first payment of approximately $17,083 will be paid to SAG immediately upon signing of the agreement, Mr. Dales said, and the next payment is due next July and monthly thereafter. Mr. Dales said SAG has yet to determine how the money is to be distributed to the individual actors involved in the films. He said C & C Super Corp. is guaranteeing all payments to be made to SAG by C & C Television.

Flow of the new money to talent is expected to spur demands for settlement of the all-industry formula discussions held some weeks ago among producers and guild officials. There also is the prospect that other individual film owners will make separate deals.

Mr. Fox is reportedly offering lump sums of $235,000 each to the directors guild and the writers guild for the tv rights to the post-1948 films.

Meanwhile, SAG has announced increased income of residuals from re-runs of syndicated tv film shows with a total of $1.4 million received during the past year. Since December 1953, SAG said, it has collected $2.15 million in tv residuals.

CUT-OUTS CUT CARTOON COSTS

ANIMOTION Assoc. Inc., New York, has reported that through use of its new cut-out techniques in conjunction with a new animation equipment the studio has achieved a reduction in cost and production time on animated commercials ranging from 25 to 50% over those produced in the conventional fashion.

Graham Place, president of the animation studio, said the use of cut-outs and the equipment of Animation Equipment Corp., New Rochelle, N. Y., makes possible a reduction in the number of frames needed to complete a tv commercial. Both the camera with a motorized zoom and a table with hand wheels providing north-south, east-west and diagonal "pans" tend to cut down the number of drawings required, according to Mr. Place.

Mr. Place said that virtually full animation is achieved with cut-out, cartoon characters in conjunction with actual packages and products. He said this technique contributed to the lowering of cost and time by reducing again the number of drawings required. He added that "real textures," such as hair, cloth and fur are utilized with multiplane set-ups to produce "novel, three-dimensional animated cartoon effects with minimum effort."

Mr. Place reported that recent films completed by Animotion Associates include one-minute tv spot announcements for Buick, Cities Service, Nestle's "Quik," Springmaid sheets, Bluebird and Madison Square shoes of the Shoe Corp. of America and a series of films for American-Standard air conditioning and heating units. Currently, the studio is at work on films for Vick's "Vapo Mist" in three languages—English, Spanish and Portuguese.

'Lucy' to Lucre: Arnaz Tells Of Desilu's Six-Year Climb

HOW an independent tv film company can grow in six years to almost the size of some of Hollywood's major movie studios was related last week by Desi Arnaz, president of Desilu Productions, with a yearend report that his firm will top $15.6 million in new production during 1957.

Counting other independent production at his lot, the figure will top $21.4 million, he said. The firm started with CBS-TV *I Love Lucy* in which he and wife Lucille Ball are featured.

On production schedule for next year are 26 new episodes of *Lucy,* 31 segments of CBS-TV *December Bride* and 39 programs each for CBS *Those Whiting Girls, Sheriff of Cochise* and *Whirlybirds.* The latter two are syndicated.

Desilu also has an agreement with National Telefilm Assoc. to produce six to ten new series yet unnamed. NTA distributes *Cochise,* which Mr. Arnaz said has made a "substantial profit" on its first run in 152 markets. *Cochise* was Desilu's first syndication venture. *Whirlybirds* goes into production soon for distribution by CBS-TV Film Sales.

Besides the series owned by Desilu, the tv studio films the *Danny Thomas Show, Wyatt Earp, Adventures of Jim Bowie, Dupont Theatre, The Lineup, Date With the Angels,* and filmed Red Skelton shows or others to make up the $21.4 million total. In six years, the Desilu staff has increased from 12 to 800, Mr. Arnaz said.

Film Makers Discuss Upgrading Commercials

IN LINE with a Lever Bros. project to enlist industry cooperation to upgrade the quality of television film, the Film Producers Assn. of New York last week held a special, closed preview of an industry-wide forum to be held in January for representatives of Lever and its advertising agencies.

Eight panelists, representing 25 top companies belonging to FPA, presented detailed material on procurement practices, production planning, print control, opticals and effects, sound control, animation, lighting and color. At the conclusion of the meeting, the agency representatives asked for publication of individual papers prepared by the FPA panelists and for an opportunity to present the material to their account executives.

The principal points made by the panelists included a call for agency and sponsor assistance in obtaining the aid of network and independent stations in assuring optimum transmission of film, including the substitution of 35mm for 16mm equipment wherever possible.

Also noted were the need for full teamwork between agency production personnel and the film producer; avoiding rigid patterns of procedure, allowing the producers to be involved in the earliest production planning and permitting them to retain control of the vital components of production; the proper appreciation of the advantages of technical simplicity in planning, since complicated effects such as opticals, reduction from 35mm to 16mm and mass printing cause print degradation in both picture and sound that sometimes results in a "sixth to eighth generation" print being televised. Another factor cited: need for more time for planning, production, laboratory work, inspection of prints and for seminars from which "comes mutual understanding."

Panelists from FPA companies included Robert Klaeger, Transfilm; Lee Blair, Tv Film Graphics; Nat Zucker, Dynamic Films; Peter Keane, Screen Gems; Don McCormick, UPA Pictures; Robert Lawrence, Robert Lawrence Productions; Leslie Roush, Leslie Roush Productions, and Peter Mooney, Audio Productions.

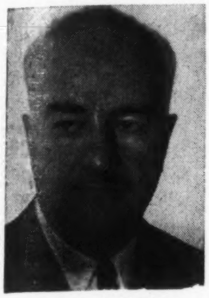
'Whirlybird' Sales Reported For 16 Additional Markets

SALES of the *Whirlybirds* tv film series in 16 additional markets were announced last week by Thomas Moore, general manager of CBS-TV Film Sales. Total number of markets in which the half-hour outdoor adventure series has been sold is now 83.

New sales include eight additional markets for the Continental Oil Co., Houston, bringing its total to 47 markets in the West and Southwest, and all markets in Oregon for Nickl-Silver Battery Co. Station sales were made to WPIX (TV) New York, the Westinghouse Broadcasting Co. for WBZ-TV Boston and KDKA-TV Pittsburgh, and to WTVN-TV Columbus, Ohio.

Gross-Krasne Appoints Thayer Executive V. P.

GUY THAYER, executive with Roland Reed Productions, Hollywood, has joined Gross-Krasne Inc. that city as executive vice president, Jack Gross and Phil Krasne announced last week. As his first assignment for Gross-Krasne, Mr. Thayer will fly to London to finalize arrangements, made earlier by Mr. Krasne, for distribution of the firm's features in Europe.


MR. THAYER

Also announced by Gross-Krasne was the acquisition of the old Melvan Theatre, adjacent to Gross-Krasne's California Studios Inc. The theatre will be rebuilt into a sound stage, bringing the number at California Studios to 10.

Mr. Thayer also will take over some of the administrative duties formerly handled by Mr. Krasne, who will devote more time to distribution development.

With Roland Reed for 11 years, Mr. Thayer helped set up that company's tv activities. He has served as executive producer for *Waterfront, My Little Margie* and the Stu Erwin series during the past five years. Mr. Reed announced that Arthur Pearson has been named to replace Mr. Thayer.

Ziv Arranges Tv 'Marriages' For 1,180 Program Sponsors

ZIV Television Programs arranged 865 cosponsorship "marriages" between 1,180 noncompeting advertisers during 1956, representing a total of more than $22 million in gross billings, according to M. J. Rifkin, Ziv vice president in charge of sales.

"By closely coordinating our national sales force and syndicated sales force, we have increased our total number of cosponsorship deals in the past three years from a total of 535 to today's 865," Mr. Rifkin reported. He said that the 865 Ziv-arranged "marriages" have brought "many new advertisers and much new business to tv, thus helping to build the telefilm industry generally."

'Exclusive' Series Ready Feb. 1

ABC-TV Film Syndication reported last week that the first three films in the new *Exclusive* series, based on stories by members of the Overseas Press Club, will be available for screening by national advertisers and their agencies about Feb. 1.

Guild Sells Over $1 Million in Nov.

GUILD Films Co., N. Y., reported gross sales in excess of $1.1 million during the month of November, highlighted by a transaction to Triangle Publications for six Guild Films series for showing on Triangle's five tv stations. Other sales recorded by Guild were for its cartoons and feature films.

NOW! Hooper and Pulse Agree!

NO.1

Radio Station in Houston is

K-NUZ

BY AN EVEN WIDER MARGIN

Hooper Oct. and Nov. 1956

Monday thru Friday
7 A.M.—12 Noon

K-NUZ	25.8
Net. Sta. "A"	— 10.4
Net. Sta. "B"	— 9.2
Net. Sta. "C"	— 15.3
Net. Sta. "D"	— 14.1
Ind. Sta. "A"	— 6.7
Ind. Sta. "B"	— 5.1
Ind. Sta. "C"	— 6.3

Monday thru Friday
12 Noon—6 P.M.

K-NUZ	30.2
Net. Sta. "A"	— 11.4
Net. Sta. "B"	— 6.3
Net. Sta. "C"	— 12.1
Net. Sta. "D"	— 9.0
Ind. Sta. "A"	— 8.2
Ind. Sta. "B"	— 6.3
Ind. Sta. "C"	— 10.7

AIMS
ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS

Now . . . K-NUZ is the Leader by a GREATER MARGIN—Yet the rates are Low, Low, Low! Join the Rush for Choice Avails.

In Houston the swing is to RADIO . . . and Radio in Houston is . . .

K-NUZ

HOUSTON'S 24 HOUR MUSIC AND NEWS

National Reps.: FORJOE & CO.—
New York • Chicago • Los Angeles •
San Francisco • Philadelphia • Seattle

Southern Reps.:
CLARKE BROWN CO.—
Dallas • New Orleans • Atlanta

IN HOUSTON, CALL DAVE MORRIS, JAckson 3-2581

FILM SALES

Associated Artists Productions, N. Y., has sold its "movieland" package of feature films (not including the Warner Bros. Library) to total of 264 stations, with latest sales to KTVX-TV Tulsa, KRBC-TV Abilene, KID-TV Idaho Falls, KHSL-TV Chico, Calif., and KIEM-TV Eureka, Calif. Company also reported that under its program Profit Plan covering Warner Bros. feature films, cartoons and *Popeye* cartoons, AAP has sold both cartoon libraries to KFDX-TV Wichita Falls and *Popeye* to KTVX-TV Tulsa. Under plan, stations pay stipulated amount, supplemented by added income over number of years as product is telecast and sponsored.

Trans-Lux Tv Corp., N. Y., last week reported sale of its Christmas package of Encyclopaedia Britannica films in more than 35 markets. Package consists of four films—*Night Before Christmas, Christmas Rhapsody, Christmas Through the Ages* and *Santa and the Fairy Snow Queen.*

FILM RANDOM SHOTS

Screen Gems, N. Y., announced last week that for first time in its history American Medical Assn. has extended its Seal of Approval to tv film series, *Doctor Mike,* which will be launched in production by Brayn Foy for Screen Gems, starting tomorrow (Tuesday).

Television Programs of America, N. Y., has moved its Chicago headquarters to Palmolive Bldg., 919 N. Michigan Ave. Telephone: Whitehall 4-4767.

Sapphire Films Ltd., London, producers of *Robin Hood, Sir Lancelot* and *The Buccaneers,* which are distributed by Official Films, N. Y., for network showings, has opened New York offices at 420 Madison Ave. under supervision of Peggy Phillips. Telephone: Plaza 5-1145.

FILM PEOPLE

Murray Benson, former merchandising director, Martin Stone Assoc., N. Y., appointed sales manager of CBS Television Enterprises.

Burton Neuburger, formerly vice president in charge of midwestern sales for Roland Reed Productions Inc., to Shamus Culhane Productions, Chicago, as midwestern sales manager.

Frank C. Ellis, business manager for merchandising-theatrical divisions of Calif. Natl. Productions Inc. (NBC subsidiary), Hollywood, named manager of business affairs and **Robert Cinader,** staff assistant with CNP, appointed director of program planning and development.

Sidney Salkow and **Felix Feist** appointed directors for Television Programs of America Inc.'s new series, *New Adventures of Charley Chan.*

Eugene Gordon, film editor, KABC-TV Los Angeles, named assistant to ABC-TV coordinator at Walt Disney Studios, Hollywood, succeeding **Don Van Atta,** resigned.

4 BAY AREA INDIES JOIN TO BARGAIN

FOUR independent radio stations in San Francisco are setting a labor relations precedent by bargaining with AFTRA as a joint station group. Negotiations for a new contract stalled last week, with AFTRA promptly calling a strike at KSFO San Francisco and intimating it may strike the other three.

The stalemate came as management refused to accept what one spokesman referred to as "an awful package" containing a fee system, health-welfare benefits and other clauses that could bring pay for staff announcers up to around $275 a week ($165 weekly base pay).

AFTRA contended it merely was trying to establish parity with the new network-tv contract that went into effect at seven Bay Area stations last Nov. 1.

The four independent stations—KSFO and KYA San Francisco, KROW and KLX Oakland—are bargaining as Bay Area Independent Broadcasters Assn., formed last August. Lawrence P. Corbett, Oakland attorney, is negotiating for the stations.

This union of negotiating parties having common interests is believed by some broadcasters to improve the efficiency of negotiations and to prevent individual stations from being picked off one at a time by aggressive and professional union bargainers.

On the other hand, Bruce Poyer, executive secretary of the San Francisco AFTRA chapter, told B•T he found objections to the station bloc. He mentioned particularly the fact that some problems in the negotiations are peculiar to each station. He felt these haven't received adequate consideration and must be taken care of separately at a later date.

AFTRA Letter on Strike

AFTRA has sent advertisers using the four stations two separate letters discussing the strike. The latest, over Mr. Poyer's signature, notes that the union wants independent-network parity and that the Alameda and San Francisco Labor Councils have sanctioned the KSFO strike.

Mr. Poyer wrote, "We respectfully request that you discontinue your advertising on any or all of these four stations as soon as strike action is undertaken. . . . We will follow with interest your action in this matter."

Management contended this amounted to a secondary sponsor boycott.

The KSFO strike started at 6 a.m. Wednesday, with administrative personnel operating the station. NABET engineers refused to cross the picket line.

Basic wage scale for announcers at the four independents is $150 a week under a one-year pact negotiated a year ago and terminated last Nov. 1. The union now asks a $15 increase to $165 plus a fee system and a 5% additional station contribution to the AFTRA health-welfare fund, according to Mr. Poyer.

BAIBA contends it has offered a $5 weekly increase for one year plus another $5 or alternative cost-of-living clause for the second year of a two-year contract. This would bring the base wage up to $155 the first year, compared to the $165 under the so-called network station contract.

In addition, BAIBA said, the union has asked other cumulative sick-leave benefits and a severance system by which the employe with the least tenure would be dropped if a cut were made in the staff. This disregards individual ability and popularity, BAIBA contended.

BAIBA feels the fee system, or pay within pay, is impractical at independent stations where most commercials are read by the announcer on duty. It strongly opposes AFTRA insistence that a staff announcer be on duty at all times, permitting freelance but not parttime announcers to be used. A minimum call of eight hours also is opposed by management as well as specific provisions of 15-minute rest periods and turnaround demands. Other AFTRA demands opposed by BAIBA include free parking service and a proposal that any changes in laws covering union shop and similar working conditions be added automatically to the contract.

Mr. Poyer strongly criticized the BAIBA estimate that the fee system would amount to possibly $100 a week extra pay. He said the fee demand had been cut to one-fourth the network station fee in the seven station contract negotiated earlier. He contended BAIBA is deliberately misrepresenting the fee system, which he said has been adopted in New York, Chicago and Los Angeles for radio, tv and transcriptions.

BAIBA argues it must have greater flexibility than would be possible under AFTRA demands, pointing out the different conditions prevailing at network stations.

The groups have been negotiating three months. When a stalemate loomed this week, the labor council stepped in to attempt mediation, meeting with management six hours starting Monday at 10 p.m.

CBS Radio Writers' Contract Benefits Tv Brethren, Also

THE Writers Guild of America West announced last week it has concluded a new agreement with CBS covering radio staff writers which also includes a segment granting live television staff continuity writers the same new provisions and higher commercial fees in tv.

Radio staff writers at CBS-owned KNX Los Angeles won pay increases, the guild said, retroactive to last Aug. 1. The agreement runs through May 31, 1958. The new base salary rates run up to $171 per week for continuity and news writers on network broadcasts, and in addition to commercial fees, include such extra emoluments as "experience fees," "acting editor fees" and fees for writers performing.

The contract closing date was pushed up several months, enabling the guild to bargain concurrently with radio staffs in New York, whose contracts will terminate at about the same time. The new termination date also coincides generally with free lance television and radio contracts now in force, and makes possible a solid negotiating front in the future, the guild said.

As for the supplement affecting live television staff continuity writers, the guild explained that historically the rights of staff writers in the industry have been controlled by their employers no matter what type of show was assigned to them. Now, the guild said, they will regain the rights to their own material when working on a dramatic, comedy or comedy variety show, on the same basis as if they were free lance writers. Their compensation, too, will be adjusted to free lance rates on such shows, yet they will not lose their staff benefits on such occasions although not working as staff writers.

The base rates of pay for the live tv continuity writers are $150 a week for the local and promotional staff writer, $155 a week for the regional writer, and $171 for the network writer, plus fees for all commercial programs written by them, at the rate of two-thirds the live tv freelance minimums for network programs and one-third the live tv free lance minimums for regional shows. The tv continuity writer receives the same $5 weekly commercial experience fee at the local level as the radio writer and the same $5 weekly fee for duties in addition to writing if he is a writer-director or has any other such multiple function. All these fees are in addition to weekly base pay, the guild said.

NBC, Writers Guild East Settle $1 Million Suit Out of Court

NBC and the Writers Guild of America East last week reached an out-of-court settlement on a guild lawsuit against the network in excess of $1 million [B•T, Sept. 24]. The agreement stipulates that litigation be discontinued "without costs or disbursements" to either party.

The guild also agreed to withdraw a formal unfair labor practice charge against NBC, filed with the National Labor Relations Board. Both the suit and the complaint were based on a guild contention that NBC, during the Democratic National Convention in Chicago, had paid to enroll a number of newswriters "without their knowledge or consent" in the National Assn. of Broadcast Engineers & Technicians. The Guild noted that the NBC newswriters were affiliated with WGAE and normally operated out of New York but were assigned to work at the convention in Chicago. NABET has jurisdiction over NBC newswriters in Chicago.

In the agreement, NBC said it had made a payment to NABET in settlement of a grievance but added that it was not the network's intention or understanding that such payment would "either directly or indirectly form a basis for membership in NABET of any staff radio and tv newswriters employed by NBC in New York." NBC also stated that under the terms of the NBC-Writers Guild contract, newswriters travelling with a program normally produced in New York, still are covered by the New York contract, even though NBC may have a separate agreement with another union at the point of temporary origination.

Writers Vote Change In Contract Procedure

A PRECEDENTAL move in its labor negotiations was taken by the television-radio writers branch of the Writers Guild of America, West, at its December meeting in Hollywood. By unanimous vote, it was decided that in the future no labor agreement will be submitted to the general membership for its approval until it is reduced to written contract form. It also was decided that unless such signed contracts are forthcoming from the producers within 60 days after negotiations have been concluded, strike action would be recommended.

Behind the move lies the irritant factor that 10 months have passed since the membership voted approval of its current film tv agreement with the major producers and yet there still is no written contract. It also was recalled, for the benefit of the writers, that their first contract with the majors which became effective in November 1953 was not actually a signed document until two years later. It was then necessary for the guild to pick up retroactive payments from the producers all the way back for the two year period the agreement had not been a signed document—a procedure termed prolonged and administratively expensive, WGAW said.

This new approach of the guild to its collective bargaining problems means, as a practical matter, that negotiations will no longer be a process of general protracted talks leaving the lawyers the task of finalizing agreements in detail after the conferences have ended. Instead, each provision approved will now have to be set down exactly and legally, point by point as decided on, before moving on to the next one. By the time the last one has been discussed and settled, the contract will have been achieved and can be submitted without further delay, WGAW claimed.

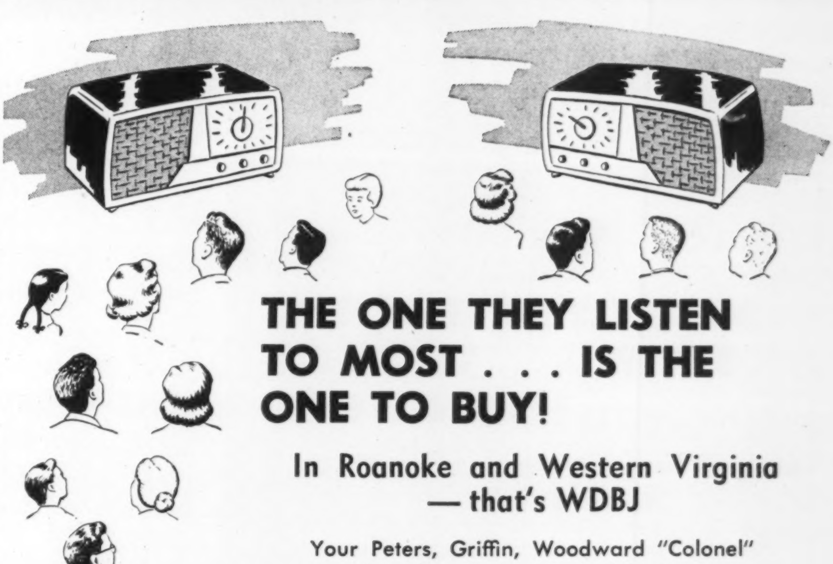
NLRB Rules Against IBEW In WGEE Indianapolis Case

IBEW was found guilty of an unfair labor practice against WGEE Indianapolis in a decision last week by a National Labor Relations Board examiner. The union was ordered to refrain from picketing or interfering with construction of the new WGEE, Rollins Broadcasting Co. outlet which went on the air Dec. 5 with program tests.

The examiner's decision has the effect of a board ruling unless appealed by the union. IBEW representatives, the decision held, tried to keep union construction workers from going on the job last August by use of pickets. The electrical union pickets, it was held, carried signs that said WGEE would not agree to pay technical employes the prevailing wages of the area. The sign was changed later, it was found.

Other Rollins stations are WJNR Newark; WAMS Wilmington, Del.; WJWL Georgetown, Del.; WRAP Norfolk, Va.; WBEE Harvey, Ill., and WPTZ-TV Plattsburgh, N. Y.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION



THE ONE THEY LISTEN TO MOST . . . IS THE ONE TO BUY!

In Roanoke and Western Virginia — that's WDBJ

Your Peters, Griffin, Woodward "Colonel" has the whole wonderful story!

WDBJ CBS radio

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Owned and Operated by TIMES-WORLD CORPORATION

PETERS, GRIFFIN, WOODWARD, INC., National Representatives

available...

Participating Spots in a Schedule of Dominate Programs in Oklahoma's Biggest Market!

mystery playhouse

6 Nites a week
at 10:30 p. m. . . .

Every Sunday
MR. DISTRICT ATTORNEY
Every Monday
CITY DETECTIVE
Every Tuesday
RACKET SQUAD
Every Wednesday
SAN FRANCISCO BEAT
Every Thursday
HEADLINE
Every Saturday
CONFIDENTIAL FILE

Buy MYSTERY PLAYHOUSE at Class B Rates . . . (Participating)

and that's not ALL!

THEATRE 8

Full length, top Warner Bros. features, 6 nights a week 11:00 p. m.

Buy THEATRE 8 at Class C Rates. (Participation)

Reach the people with the kind of entertainment they like. Cover TWO of Oklahoma's major markets at ONE Low Cost.

•Call Your Nearest AVERY-KNODEL Representative for Complete Information.

Channel 8
KTVX
MUSKOGEE — TULSA
TULSA BROADCASTING COMPANY
Box 9697, Tulsa, Oklahoma
MIKE SHAPIRO
Managing Director

ANTI-PETRILLO VOTE SWEEPS LOCAL 47

- **L. A. AFM Unit Elects Daniel**
- **Rebel Ballot Doubles Opponents**

ANTI-PETRILLO forces within Local 47 Hollywood of the American Federation of Musicians walked off with a major victory last week over supporters of AFM President James C. Petrillo in the local union's biennial election of officers.

Described as one of the heaviest votes in the history of the 16,000-member local, the election saw tv musician Eliot Daniel receive 3,806 votes to win the $12,000-a-year job as local president over Petrillo-supported incumbent John te Groen who received 1,817 votes. Rebel candidates for other Local 47 officers won with equal ease. They take office Jan. 28 for two years.

The anti-Petrillo faction also elected two delegates to the national AFM convention as well as all six members of the local's trial board.

Mr. te Groen had served as Local 47 president since 1948. He was ousted from office last year in a rebellion led by Vice President Cecil Read against Petrillo policies, but Mr. te Groen was restored to office by Mr. Petrillo and Mr. Read was expelled at the last AFM convention. His expulsion, however, has been stayed by a local court.

The rebel group meanwhile has filed a total of $13 million in damage suits against AFM, charging diversion of funds from recording and old movie-to-tv contracts into the Musicians Trust Fund. A Los Angeles superior court has halted the recording fund payments temporarily [B•T, Dec. 10].

Mr. Daniel will lose money as president of the local. He must drop his professional music work as music writer for Desilu programs such as *I Love Lucy, December Bride* and *Those Whiting Girls.*

"Enormously pleased" at the outcome of the rebel victory, Mr. Daniel said, "It seems clear that the revolt is no small movement, but represents a majority of the musicians here. But it's anyone's guess as to how the success of the rebellion will affect musicians in the rest of the country."

Mr. Daniel said he believes the future of musicians in Hollywood can be greatly improved within the framework of AFM, possibly through a "reasonable settlement" worked out with the AFM international executive board.

JIMMY NOT SURPRISED

JAMES C. PETRILLO, AFM president, called the Hollywood Local 47 repudiation of his policies "no surprise." The AFM head said "it was the expected reaction to the temporary dominance of psychology which erroneously teaches that a minority of musicians can better their own working conditions at the expense of all other musicians."

Mr. Petrillo said he kept hands off the Local 47 election and promised to "work with those elected officers in all matters for the common good."

WNBF-AM-TV Strike Continues

A STRIKE by engineers, technicians and announcers at WNBF-AM-TV Binghamton, New York, entered its fourth week today (Monday) with no apparent settlement in sight [B•T, Dec. 10]. The station has continued broadcast operations throughout the strike, using supervisory personnel exclusively during the first two weeks and later hiring replacement personnel, according to George Dunham, general manager of the stations. The employes are members of Local 26 of the NABET.

Judge Restrains Labor Pickets In Strike At WKBN-AM-TV

A COURT ORDER restraining NABET and a long list of individuals and organizations from interfering by violence with the operation of WKBN-AM-TV Youngstown, Ohio, was granted Thursday by Judge Doyle in Mahoning County Common Pleas Court.

The injunction was granted after several score pickets had attacked and beaten Warren P. Williamson Jr., WKNB-AM-TV president-general manager, and Stu Wilson, farm director. They were mobbed around 6 a.m. Dec. 15 when they attempted to enter the stations, which have been struck for two months by NABET. Mr. Williamson suffered a bruised chin and cut lip and Mr. Wilson received a black eye.

Broadcasting was cut off during the day of Dec. 15, but resumed at 6 p.m. The main group of pickets left the premises shortly after preventing Mr. Williamson and Mr. Wilson from going into the station.

The court order covers attempts to coerce advertisers and restricts the number of pickets to two or three at an entrance. It includes threats of death or physical harm, which were made during the Dec. 15 violence, trespassing on the premises and loitering.

NABET, which won a recent election to organize announcers and production people at the integrated radio-tv operation, is not permitting its people to work without a contract. It called a strike in mid-autumn after discharge of an employe in the bargaining unit. IBEW technicians at the stations have refused to cross the NABET picket line. An IBEW contract is in the negotiating process.

Labor to Vote at KFVS-AM-TV

AN ELECTION among employes of KFVS-AM-TV Cape Girardeau, Mo., was ordered Dec. 19 by the National Labor Relations Board to decide if they (the employes) want to be represented by IBEW. The board ruled that the stations and Versatile Television Production Corp., program producer, constitute a single employe. Included in the proposed unit are programmers, operators, utility man and artist. Excluded are the program director, assistant program director and technical supervisor.

POSSIBLE LEAVE-TAKINGS MAY ADD TWO NEW FCC FACES DURING '57

- **McConnaughey in doubt about seeking reappointment**
- **Possibility of Lee cutting term short being discussed**
- **Ellsworth, Clinton top names mentioned as successors**

ONE, or possibly two, new faces may appear on the FCC early next year in the inevitable changes that occur in the federal establishment in the wake of a Presidential inauguration.

In doubt is the decision of Chairman George C. McConnaughey to seek reappointment. He has stated he won't reach a decision until after the holidays—possibly not until after inauguration. It is evident that he is pondering return to practice of law in Columbus, Ohio, and possibly in Washington.

Lacking confirmation, but being discussed is the possibility that Comr. Robert E. Lee, who has served since October 1953, may resign for family and personal reasons. His term does not expire until 1960. Mr. Lee told B•T Friday, however, that he had no intention of resigning and planned to complete his term.

LEAVING?

McCONNAUGHEY LEE

Mr. McConnaughey's term would end next June 30. When he assumed office in October 1954, it was to fill the unexpired term of Comr. George E. Sterling, who retired because of health. Mr. McConnaughey was immediately named chairman and has held that office since.

If Mr. McConnaughey should elect to resign after inauguration, or not accept reappointment June 30, it is logically believed that Comr. John C. Doerfer of Wisconsin would be elevated to the chairmanship. This would be under the announced policy of President Eisenhower two years ago to "rotate" the chairmanship. If Mr. Lee remains, however, it is presumed that he, as a Republican, also would be eligible and considered for chairman. The fourth Republican, Comr. Rosel H. Hyde, held the chairmanship prior to Mr. McConnaughey's appointment.

There already is speculation about possible new appointees. Foremost is the name of Rep. Harris Ellsworth (R-Ore.), a former broadcaster-publisher who was defeated in the last elections. Another broadcaster who reportedly has been contacted in the event there are vacancies is George H. Clinton, vice president-general manager of WBLK-AM-TV Clarksburg and WPAR-AM-FM Parkersburg, now serving his second term on the NARTB Radio Board.

Either or both would be viewed as "popular" appointments, since each has practical broadcast experience. Rep. Ellsworth, who has served 14 years in Congress, formerly was 25% owner of KRNR Roseburg, Ore., affiliated with the *News-Review*. The station was sold Oct. 1. Rep. Ellsworth holds no other broadcast interests and therefore would not have to divest himself of holdings if the FCC appointment, which he would like, comes his way.

Rep. Ellsworth last week conferred with Sherman Adams, chief assistant to President Eisenhower, and it is understood the question of a Federal appointment came up. Mr. Ellsworth said afterward that it was "60-40" he would get an appointment, but he did not specify any agency. It is believed that if an opening develops on the FCC, he would be in the forefront among prospective appointees.

Mr. Clinton, a popular broadcaster with a newspaper background, was active in the West Virginia election, chairman of the Republican State Radio-Tv Committee. The Republicans swept the state, wining the governorship and a senatorial seat, along with many important Congressional and state offices.

Mr. Clinton was noncommital, but it was ascertained that he had been contacted by important GOP leaders in the state as to his availability for the FCC in the event of resignations of incumbents. The word obviously has gone down through the Republican organizations that there will be not one, but two vacancies on the FCC.

A third name that has cropped up is that of Samuel L. Golan, member of the International Boundary Commission and a Chicago Republican lawyer [CLOSED CIRCUIT, Dec. 17]. He reportedly was considered two years ago, and although he has no background in broadcasting, he nevertheless is said to be strongly supported by the Illinois Republican delegation in Congress.

Rep. Ellsworth spent four years on the House Interstate & Foreign Commerce Committee, which handles radio legislation. For the past nine years, he has been on the top-ranked Rules Committee. He has always evinced an avid interest in broadcasting and repeatedly had indicated to confidantes that if he ever retired from Congress, he would relish serving on the FCC. Because he is held in such high esteem by his colleagues in Congress, Democratic as well as Republican, it is believed his service on the FCC would benefit the Commission greatly in its Congressional relations.

A native of Hoquiam, Wash., where he was born 57 years ago, Mr. Ellsworth has been a resident of Oregon since he was a year old. He graduated in journalism from U. of Oregon in 1922 and worked on newspapers in the state, serving for a year as manager of the Oregon Publishers Assn. and as associate professor in journalism at the U. of Oregon. He also served three years as manager of a lumber industry publication.

He had owned 125 of 500 voting shares in News-Review Co., licensee of KRNR and publisher of the *Roseburg News-Review*. The other 375 shares were owned by Southern Oregon Publishing Co., licensee of KFLW Klamath Falls, and part owner of the *Medford Mail Tribune*, affiliated with KYJC Medford.

He married Miss Helen E. Dougherty of San Jose, Calif., in 1923, and they have two daughters. He was appointed a state senator near the end of 1941, was elected to the U. S. Congress in 1942 and re-elected each two years until last November. He was defeated in the Nov. 6 election by Democrat Charles O. Porter of Eugene.

Mr. Clinton, as vice president and general manager of Ohio Valley Broadcasting Co., has interests in stations which would have to be disposed of in the event of his appointment. Ohio Valley, which owns the Clarksburg and Parkersburg properties, itself is 89% owned by News Publishing Co. (*Wheeling Intelligencer* and *News-Register; Fairmont Times* and *West Virginian* and others). News Publishing Co. owns 34% of WTRF-TV Wheeling. The Clarksburg and Parkersburg stations are under contract for sale to WSTV Steubenville, Ohio, a transaction now pending before the FCC and against which protests have been filed.

COMING?

ELLSWORTH CLINTON

Mr. Clinton represents NARTB District 3 (Pennsylvania, West Virginia, Maryland and Delaware) on the NARTB Radio Board. A native West Virginian, he was educated in that state and Ohio. He worked on newspapers from 1930 to 1941, handling promotion, business and commercial assignments. He joined the West Virginia Network sales staff in 1941, his first radio venture. The following year he was named manager of WPAR. He has served as director, vice president and president of West Virginia Broadcasters Assn. and has been active in local business and fraternity groups.

Mr. Golan, 56, holds a law degree from Northwestern U., practiced in Chicago, and had served as special assistant corporation counsel there from 1927 to 1931. He was chairman of the Board of Review of the Illinois Dept. of Labor from 1940-48. He was defeated for Congress in 1928 and likewise lost to his Democrat opponent for judge of the Circuit Court of Cook County in 1932. In 1952 he served as special assistant to the Republican National Committee and as assistant chairman of the Republican Committee Central Committee in Cook County.

WJET Seeks Reassigned Ch. 45

CHANGE in allocation of ch. 45 New Castle, Pa., to the hyphenated area of New Castle, Pa.-Youngstown, Ohio [B•T, Oct. 22], has prompted WJET Erie, Pa., to file an application with the FCC for ch. 45 (designating Youngstown)—although now dark WKST-TV holds a construction permit for ch. 45 New Castle. Ironically, WKST-TV requested the allocations change so that it could operate as a Youngstown outlet. WJET proposes 196.36 kw radiated power, with antenna height of 100 ft. above average terrain. In the past the FCC has turned a cold shoulder on applications for channels already held by a licensee.

STORER MAINTAINS TWO-FRONT ACTIVITY

- **Still after two tv stations**
- **Both involve complications**

STORER Broadcasting Co. moved on two fronts last week—seeking anew to win a waiver of the multiple ownership rules on the one hand and Airspace Panel approval of an antenna site and height on the other.

Storer attacked the FCC's refusal last month to waive the five-vhfs-to-one-party limitation [B•T, Nov. 19] and requested reconsideration. The waiver was asked to permit Storer to buy ch. 3 KSLM-TV Salem, Ore. The vhf station is being bought for $27,277 and the Commission has also been asked to approve its move to a site of 10 miles outside of Portland, Ore. Storer operates ch. 27 KPTV (TV) Portland, Ore., and has declared it will surrender the uhf license if its Salem purchase and move are authorized.

In its petition for reconsideration, Storer charged that the fact that the Commission refused to waive the rule on vhf ownership was in contradiction to its stand that its rules were not inflexible. This purported flexibility, Storer said, was one of the major reasons the Supreme Court upheld the Commission's right to set maximum ownership limitations. The Supreme Court's decision was handed down last May, in Storer's appeal against the rule itself.

A way out of the impasse was suggested by Storer, which offered to accept a temporary grant for 12 months. It declared it would relinquish the station if at the end of that time the Commission decided it was necessary to do so. The Commission has been considering various revisions of its multiple ownership rules.

Full scale attempt was made by Storer and ch. 9 WMUR-TV Manchester, N. H., officials to persuade the Washington Airspace Panel to approve the location of the WMUR-TV tower in Essex County, Mass. —32 miles southeast of Manchester and 16 miles north of Boston. The panel was addressed by George B. Storer, president of the firm bearing his name, and Edward F. O'Brien, WMUR-TV vice president.

Storer is buying the ch. 9 New Hampshire station for $850,000. The sale is contingent on the station winning FCC approval to move the transmitter closer to Boston. The proposed antenna would be 1,016 ft. above ground.

A key problem, it developed during the three-hour session last week, was the CAA's proposal to install a navigational facility at a nearby airport, the approach procedures for which might have an impact on the site choice. It is understood the panel has deferred action on the request pending clarification of this matter.

In order to clear the way for Commission approval of the New Hampshire deal, Storer has agreed to sell its owned WAGA-AM-FM-TV Atlanta to the Washington Post Co. for $6.5 million [B•T, Oct. 22]. This would permit Storer to remain within the five-vhf limit on ownership.

Daytime Assn. Seeks Action On Year-Old Hours Petition

DAYTIME broadcasters asked the FCC last week to close out the 10-year-old clear channel proceeding and to institute proceedings on the Daytime Broadcasters Assn.'s year-old petition to permit daytime only stations to begin operating at 5 a.m. or sunrise, whichever is earlier, and cease operating at 7 p.m., or sunset, whichever is later.

In the alternative, DBA said, if the FCC decides to reopen the clear channel hearing, the question of daytime hours should be incorporated in that hearing.

The DBA petition was filed in response to a pleading by the Clear Channel Broadcasting Service last month asking that the Commission reopen the long pending clear channel case. That proceeding was instituted after World War II. Among the issues was whether the Class 1-A, unduplicated, clear channels should be duplicated and whether maximum power for clear channel am stations should be boosted above the 50 kw maximum now permitted.

The FCC is scheduled to consider the future of the clear channel proceeding early next month.

Media Buyer Sold on Audit Bureau of Circulations

FRANK KEMP
Vice President and Media Director
Compton Advertising
New York, N. Y.

"I'm highly in favor of Audit Bureau of Circulations, and believe that all trade papers should be audited."

B•T is the only paper in the vertical radio-tv field with A.B.C. membership . . . your further guarantee of integrity in reporting circulation facts. B•T, with the largest *paid* circulation in its field, is basic for subscribers and advertisers alike.

BROADCASTING TELECASTING
THE BUSINESSWEEKLY OF RADIO AND TELEVISION

FELLOWS ASKS SEC. 315 REPEAL

- **Campaign expenditures committee hears NARTB head**
- **Congressman charges L. A. stations rsefuse tv time**

NARTB President Harold Fellows last Tuesday asked for elimination of Sec. 315 ("equal political time") of the Communications Act in testimony before the Special House Campaign Expenditures Committee headed by Rep. Clifford Davis (D-Tenn.).

The NARTB president also promised the association will "look into" a committee member's charge that the seven Los Angeles television stations have a "general agreement" to refuse tv time to the 12 congressmen whose constituencies are in that area, even in off-election years when they are not actively campaigning for re-election. Mr. Fellows, in answering charges by Rep. Patrick J. Hillings (R-Calif.), said he did not believe there is any such agreement.

Rep. Hillings also called Mr. Fellows' proposal to eliminate Sec. 315 "extremely self-serving and quite narrow," hinting that if the broadcasting industry doesn't come up with something other than a "negative approach" for allowing more tv time to political candidates, it may be faced with alternatives such as government regulation.

Other witnesses during the Monday-through-Wednesday hearings included Warren E. Baker, FCC general counsel, who explained the FCC's interpretations of Sec. 315; Democratic National Chairman Paul Butler, who reiterated past proposals to require networks and stations to furnish up to six free half-hours of network time to presidential candidates of major parties; James McDevitt, co-director of the AFL-CIO Committee on Political Education, who wanted Congress to "consider" a proposal for "some" free radio-tv time for candidates; Republican National Chairman Leonard Hall, who said that while the GOP has had no trouble with Sec. 315, "you can trust the industry"—referring to NARTB President Fellows' proposal to eliminate the section; and Philip L. Graham, president-publisher of the *Washington Post* (WTOP-AM-FM-TV Washington, WMBR-AM-FM-TV Jacksonville, Fla.), who described his plan to encourage small political contributions from all citizens through free public service advertising in cooperation with the Advertising Council, of which he is a director.

Mr. Fellows, calling for elimination of Sec. 315, said it "binds the broadcasters in a legal strait jacket" and prevents the public from receiving full coverage of the news and many forum and panel shows involving candidates. The FCC's license qualifications and periodic reviews of licenses "should give adequate assurance to this Congress and to citizens everywhere that broadcasters must be fair," he continued.

Proposals that broadcasters be required to furnish free time to political candidates are "not only discriminatory but unrealistic, unworkable and unconstitutional," Mr. Fellows said.

Asked by Rep. Robert E. Jones (D-Ala.) if he thought Sec. 315 should be amended to give equal time opportunities only to candidates of the major parties, Mr. Fellows said that some such legislation would be of assistance if Sec. 315 is not repealed.

Rep. Hillings, leading up to his charges against the seven Los Angeles tv stations, said Sec. 315 is given a "very strict" interpretation by some broadcasters in large metropolitan areas to deprive incumbent congressmen of the "rights to report to their constituents through radio and tv" on matters unrelated to their candidacy, but important to the people. He felt this is "common practice" in New York, Chicago, Los Angeles and other large markets.

Rep. Hillings told Mr. Fellows that while broadcasters want the no-censorship provisions of Sec. 315 lifted, they are asking at the same time for censorship powers themselves over who will and who will not speak on radio-tv, and that Mr. Fellows' argument that railroads do not have to furnish transportation to candidates is invalid because while candidates can get elected without riding trains, in "modern politics" they virtually can't get elected without the two air media. All broadcasters seem to want is to "get out from under the load," he charged, telling Mr. Fellows: "I don't be-

HALL, BUTLER AGREE

THE chairmen of the Democratic and Republican national committees—who don't see eye to eye on many matters—came to a meeting of minds last week.

The Democrats' Paul Butler and the GOP's Leonard Hall both agreed in testimony before a congressional committee (see main story), that perhaps there was too much politics on radio and tv in the 1956 political campaigns — conventions to elections. People got tired of finding their favorite tv program pre-empted by political speeches, it was indicated, both during the conventions and the campaign that followed.

They predicted that there would be less radio-tv coverage of both the conventions and the election campaign in 1960.

Mr. Butler thought six half-hours of network radio and tv time would be enough for the next presidential election campaign.

Mr. Hall felt that television didn't do congressional candidates much good. It was enough for people to watch the presidential and vice presidential candidates, he said.

As the carols are sung
this gay time of year
And yule logs are glowing
with holiday cheer
We send you this wish—
that the Christmas you spend
Is happy and joyful
from beginning to end.

Season's Greetings
FROM
THE SESAC FAMILY

lieve you are too conscious of your public service responsibilities."

Mr. Fellows observed that all 12 of the California congressmen would want to use the two most popular stations and that allocating political time among the seven stations would lead to trouble.

The NARTB president attacked what he felt was a general belief that broadcasters are required to allocate a specific amount of time to public service sustaining programs. There is no such provision in the Communications Act, he said. The station is required only to operate in the public interest, convenience and necessity, and some of the finest public service programming is sponsored, he added. Mr. Fellows said he didn't believe all public interest programs should be sponsored, but neither did he believe there should be a set amount of sustaining time for this purpose.

Rep. Richard Bolling (D-Mo.) wondered if it is wise to leave the judgment of operating in the public interest to the broadcasters. Mr. Fellows thought that had been proved.

Rep. Robert E. Jones (D-Ala.) said one radio commentator had broadcast propaganda against him and called him a "stinker," and wondered what recourse he had. Mr. Fellows thought that if Rep. Jones felt he had been libeled, he could sue. If the broadcasts hold to one point of view, Rep. Jones can demand time from the station to present his own views under the FCC's requirement that stations maintain a balance of opposing viewpoints, the NARTB president added.

Issues Warning

To Rep. Jones' statement that perhaps the law should be "reinforced" on "political propaganda" broadcasts, Mr. Fellows cautioned that this might deny freedom of speech.

FCC General Counsel Baker, following Mr. Fellows at Tuesday's session, explained the final interpretation given by the FCC that the networks were not required to give equal time to Democratic presidential candidate Adlai Stevenson for President Dwight Eisenhower's Oct. 31 simulcast on the Middle East crisis [B•T, Nov. 5].

Mr. Baker noted that the FCC's vote was 4-3 against applying Sec. 315 [B•T, Nov. 12]. He added: "I am certain you will probably have just as much disagreement any time that you find an odd number of people together. It would be fairly close as to whether this is or is not an interpretation."

The question is of more academic interest than anything else, Mr. Baker said, because the President refused to take the equal time to which he was entitled after the networks had given Mr. Stevenson and others equal time to that given Mr. Eisenhower for his Middle East speech. Mr. Baker thought, nevertheless, that if the law is not changed the delayed FCC decision at least will be of use to the networks in governing their future conduct. He noted that FCC Chairman George McConnaughey testified earlier before the House Commerce Committee that he "just can't believe" Congress had intended Sec. 315 to apply in the case of an international crisis broadcast by the President.

Mr. Baker was questioned about when a person is considered to be a "legally qualified" candidate for office. The respective state laws apply, he said, but the FCC often is asked by broadcasters to interpret Sec. 315 in cases where a person has not filed a petition for candidacy.

In 1952, he said, the FCC was asked to decide on what date Sen. William F. Knowland (R-Calif.) became a candidate after a man, who considered himself an opponent of Sen. Knowland, asked stations for equal time for all broadcasts made by Sen. Knowland for the previous 12 months. The FCC decided that Sen. Knowland became a legally qualified candidate when he declared his candidacy a "few days" before he was required to file his petition, the FCC general counsel explained.

In testimony Monday, Democratic National Chairman Butler said the legal ceiling for spending by a national political committee should be raised from the present $3 million to $10 or $12 million—but no more. He reiterated past statements asking that broadcasters be required to furnish up to six free half-hours to presidential candidates of major political parties.

James McDevitt, a co-director of the AFL-CIO Committee on Political Education (COPE), observed that the present Sec. 315 has worked "pretty well" and that the networks "seem to be making a conscientious effort to live up to their responsibilities." He suggested that Congress "consider" a proposal to require "some" free radio-tv time for candidates, but had "no specific proposal at this time."

GOP National Chairman Hall said that while his party has had no trouble with Sec. 315, "I think you can trust the industry," a reference to NARTB's proposal to eliminate Sec. 315.

Asked by Rep. Hillings what recommendations he had for making tv time available to candidates for the House of Representatives, Mr. Hall said he didn't see the necessity for congressional candidates appearing on television. It's hard enough to get people to watch presidential and vice presidential candidates (see box story), he said.

Mr. Hall said the GOP tried soliciting campaign contributions through radio and tv announcements in one area, but that "in this case it didn't work." In this area, he said, there was no noticeable increase in contributions as compared with areas where no announcements were used.

Broadcaster-publisher Graham again discussed his plan for using all media to solicit political contributions from all citizens on a non-partisan basis, contributors giving to the party or candidate of their choice. For 14 years, he said, the Advertising Council has given $100 million in free advertising annually for worthy, non-partisan causes. The week before, Mr. Graham had discussed his plan before a Senate group [B•T, Dec. 17].

He said his plan to use $8 to $12 million of this advertising in good citizenship appeals had failed because it was new and because there was only one year to bring people together to put it into operation—"joining committees and smoothing out differences." Mr. Graham said perhaps he was to blame for "starting too late," but said he believed "we'll try again in 1960." He first proposed the plan in 1955 [B•T, June 6, 1955].

ARTHUR LARSON (hand raised) was sworn in as director of the U. S. Information Agency, parent organiation of the Voice of America, last Tuesday at the White House, with the President in attendance. At the ceremony (l to r) are Mr. Larson's son Lex, daughter Barbara, mother Mrs. Lewis Larson, wife Florence, Mr. Larson, President Eisenhower and Percy E. Nelson, White House assistant administrative officer, administering the oath. President Eisenhower congratulated Mr. Larson on his new appointment and gave him a bronze "appreciation" medallion.

W. Va. Educational Channel Now Open For Commercial Use

SECOND major allocations change affecting educational tv reservations was finalized by the FCC last week when it deleted the educational reservation at Weston, W. Va.—ch. 5—and made that channel available for commercial use. Last July the FCC changed the College Station, Tex., educational reservation from ch. 3 to ch. 48 [B•T, July 23].

The Weston change was dissented to by Comrs. Rosel H. Hyde and Robert T. Bartley. J. Patrick Beacom (WJPB-TV Fairmont, W. Va.) requested that ch. 5 be made commercial and said that if he is awarded the channel he would make broadcast time available for educational programs.

Mr. Beacom announced Thursday that he would put his ch. 35 WJPB-TV back on the air the end of January or early February so Salem College faculty and students could begin to gain broadcast experience. Mr. Beacom still has to apply and be granted Weston's ch. 5.

Other rule-making changes finalized by the Commission last week:

Ch. 11 was assigned to Coos Bay, Ore., by deleting it from Yreka City, Calif., and substituting ch. 19 in the latter city. One request had asked that ch. 11 be assigned to Prineville, Ore., but the FCC decided the Coos Bay proposal was more meritorious in that more people would receive tv service.

Ch. 62 Evansville, Ind., was shifted to Ownesboro, Ky., and ch. 14 was shifted from Owensboro to Evansville. This necessitated changes from ch. 14 to ch. 25 in Festus, Mo., and from ch. 62 to ch. 56 in Shelbyville, Tenn. At the same time the FCC modified permits of ch. 62 WFIE (TV) Evansville to operate on ch. 14, and ch. 14 WKYT (TV) Owensboro to operate on ch. 62. Both stations consented to the changes.

The FCC called for comments by Jan. 30 on two proposals involving ch. 2 Denton, Tex., now reserved for educational use. These proposals are: (1) reallocate ch. 2 to Longview, Tex., for commercial purposes and assign educational ch. 71 to Denton, and (2) make ch. 2 available for commercial operation in Denton and reserve ch. 17 for educational use there.

FCC Grants Two Vhfs In S. D., Uhf in S. F.

THE FCC made three television grants last week—two vhf channels, one in Rapid City and one in Reliance, both S. D., and a uhf in San Francisco. Permittees:

Rapid City—Heart of the Black Hills Stations, ch. 7. John Daniels, Eli Daniels and Harry Daniels, partners, own KRSD Rapid City and KDSJ-AM-TV Deadwood, S. D., the latter on ch. 5. They will operate the new facility with .534 kw visual power, and plan $58,757 for construction.

Reliance — Midcontinent Broadcasting Co., ch. 6. Joseph Floyd, N. L. Bentson and Edmond R. Ruben own Midcontinent which is the licensee of KELO-AM-TV Sioux Falls ch. 11 and its satellite ch. 3 KDLO-TV Florence, both S. D. The same interests own WLOL-AM-FM Minneapolis. They will use 53.7 kw visual power for the Reliance station, with an estimated $225,100 budget.

San Francisco—Plaza Radio & Tv Co., ch. 26, to use 257 kw visual. Plaza principals are 50% partner Alex Rosenman, owner of a New York City advertising agency bearing his name; Eliot Hyman, 25%, former owner of Associated Films, production firm, and Davis M. Harris, 25%, who has camera, optical and high fidelity equipment import interests. The New York firm plans to spend $244,117 to construct the new uhf.

11 Radio Grants Made, 2 Are Recommended

INITIAL decisions favoring grants of two new radio stations were made by FCC hearing examiners last week. At the same time the Commission granted construction permits for 10 new arms and reaffirmed an earlier grant that had been set aside.

Applications by Bernard & Jobbins Broadcasting Co., for 1290 kc, 500 w daytime, in Gilroy, Calif., and Key City Broadcasters for 1280, 500 w day, in Abilene, Tex., both had been in hearing because of possible interference with existing stations. In both cases interference to be suffered would be outweighed, the examiners concluded, by the need for new service, or for a first local outlet, the case in Gilroy. Hearing Examiner H. Gifford Irion recommended for Bernard & Jobbins and Examiner Jay A. Kyle for Key City.

Reaffirmed was the Commission's grant to Richard Field Lewis Jr., for a new am in Leesburg, Va. on 1290 kc, 1 kw daytime. The grant originally was made June 6 and set aside July 6 because of indicated interference if an application of WHVR Hanover, Pa., to increase day power on 1280 kc to 5 kw is granted. The new FCC action specifies that Mr. Lewis must accept any such interference in case of a grant to WHVR. Concurrently the FCC dismissed the Lewis application for a new am in Frostburg, Md. His other stations are WINC-WRFL (FM) Winchester and WSIG Mount Jackson, both Va.; WHYL Carlisle and WAYZ Waynesboro, both Pa.; WELD Fisher, W. Va., and 60% of WFVA Fredericksburg, Va. Call letters WAGE have been given the Leesburg facility.

Other grants:

Bay Minette, Ala.—Southwest Alabama Broadcasting Co., 1150 kc, 1 kw daytime. Principals: James H. Faulkner and William M. Stewart, 25% each, co-owners of WMFC Monroeville, Ala., and Howard E. Pill, 42.5%, who also owns 35% of WDAK Columbus, Ga.; 25% of WDAK-TV and 60% of WHEP Foley, Ala.

Bradenton, Fla.—Sunshine State Broadcasting Co., 1420 kc, 1 kw daytime, directional antenna. President-52% owner is Robert R. Nelson, former manager of WPFH (TV) Wilmington, Del.

Ocala, Fla.—Marion County Broadcasting Inc., 1370 kc, 1 kw day.

Starke, Fla.—Tidewater Broadcasters, 1490 kc, 250 w specified hours from 6 a.m. to 8 p.m. weekdays, 7:30-8 Sundays. Partners in Tidewater are Alfred H. Temple, owner of WDSR Lake City, Fla., and Rudolph H. Chamberlin, 32% owner of WGGG Gainesville, Fla.

Winnsboro, La.—Franklin Broadcasting Co., 1570 kc, 500 w day. Vice president-48% owner of Franklin is W. Gordon Allen, owner of KTIX Seattle, 70% owner of KGAL Lebanon and KOMB Cottage Grove, both Ore.; 66.3%, KGAE Salem, Ore.; 50% of KBAM Longview, Wash., 50%, KJUN Redmond, and president of KEED Springfield, both Ore.

Oneida, N. Y.—Radio Oneida Inc., 1350

STACKS OF BUSINESS!

Smokestacks have always been a symbol of activity in our Ohio River Valley. They came to us first aboard the picturesque sternwheelers that opened this region to phenomenal growth. They stayed to multiply and multiply above busy mills and factories whose industrial worth today — in the Huntington-Charleston heart alone — exceeds one billion dollars!

Nowhere in America is there such a panorama of business under full steam as in the 100-plus counties served by the four-state span of WSAZ-TV. Here live nearly a million families with annual buying power close to *four billion dollars* — a symbol of booming productivity making this America's 23rd TV market.

Your advertising cuts a smart bow wave when you consign it to WSAZ-TV, only TV station covering the whole area. Any Katz office can write the ticket.

WSAZ-TV
CHANNEL 3

HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WGKV, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

ASSOCIATION OF
MAXIMUM SERVICE TELECASTERS
TECHNICAL
SURVEY UNIT
2

THE board of directors of the Television Allocations Study Organization took a break during its meeting last week in Washington to inspect the two fully-equipped station wagons which will be used by the Assn. of Maximum Service Telecasters to measure uhf and vhf signal intensities throughout the nation. L to r: Ernest W. Jennes, counsel for AMST; Harold Fellows, NARTB; Dr. Edgar Fuller, Joint Council on Educational Tv; John S. Hayes, AMST; Roger L. Putnam, Committee for Competitive Tv; Dr. George R. Town, newly appointed executive director of TASO; Ralph Steetle, JCET; John H. DeWitt Jr., AMST; Howard T. Head (seated in driver's seat), A. D. Ring & Assoc., engineering consultants for AMST; William L. Reynolds and Capt. Henry E. Bernstein, RETMA; Thad H. Brown, NARTB; Cyril M. Braum, JCET, and John W. English, CCT. The two vehicles, with equipment, are valued at $30,000.

kc, 500 w day. William J. Hall, Marian S. Mayer and Scott G. Rigby, 30% each, also are owners of WCHN Norwich, Conn.

Berwick, Pa.—Columbia County Broadcasters Inc., 1280 kc, 500 w day. One-third partners are John S. Booth, Thompson K. Cassel and Harry J. Daly who have separate interests in WCHA-AM-FM-TV Chambersburg, Pa.; WTVE (TV) Elmira, N. Y.; WMLP Milton, Pa.; WTOW Towson, Md.; WTKO Ithaca, N. Y.; WATS Sayre, Pa.; WDBF Delray Beach, Fla.; WOND Pleasantville, N. J.; WOKE Oak Ridge, Tenn., and WMLV Millville, N. J.

Danville, Va.—S. L. Goodman, 1580 kc, 500 w day. Mr. Goodman owns WYSR Franklin and WDDY Gloucester, both Va.

Rocky Mount, Va.—S. L. Goodman, 1570 kc, 500 w day.

Grafton, W. Va.—WVVW Inc., 1260 kc, 500 w day. President-95% owner is J. Patrick Beacom, owner of WJPB-TV Fairmont, W. Va., and WBUT Butler, Pa. Harry G. Bright, 90% owner of WETZ New Martinsville, W. Va., owns 5% of WVVW Inc.

FCC Hears Oral Arguments On Seattle, Billings Cases

SECOND oral argument in the Seattle, Wash., ch. 7 case was held before the FCC *en banc* last week. The Commission also heard oral argument on the protested November 1955 grant of ch. 8 Billings, Mont., to KGHL-TV.

KIRO Seattle was recommended for the Seattle facility in an April 1955 FCC hearing examiner's initial decision. Recommended for denial were competing applicants KXA and KVI, both Seattle. The FCC remanded the case to the hearing examiner to permit KXA and KVI to cross examine Saul Haas, KIRO president, on his activities as editor-part owner of the *Seattle Union Record* during the '20s. It was alleged that the *Record* followed a pro-"leftist" line.

In a supplemental initial decision [B•T, Aug. 6], Hearing Examiner Thomas H. Donaue affirmed his earlier decision favoring KIRO. He found that Mr. Haas was editor and part owner of the *Record* and that the newspaper had a pro-Russian slant, but that "the many evidences of good qualities" in Mr. Haas' character put his newspaper background "in a far less ominous light."

In last week's oral argument, KXA and KVI attorneys attacked the examiner's second decision. In view of his findings in regard to Mr. Haas, the attorneys said, the examiner should have given comparative consideration to the impact of his findings upon the comparative qualifications of Mr. Haas and KIRO with respect to KXA and KVI.

The Billings, Mont., argument centered around the ability of that city to support more than one tv outlet. Operating KOOK-TV Billings (ch. 2) protested the KGHL-TV grant on grounds that the depletion of tv advertising revenue would bring about a poorer service to the public because two competing stations would be unable to afford to program as well as a single station. KOOK-TV's hearing case was supported by studies by Richard P. Doherty, radio-tv consultant, which estimated that Billings could not support another tv station. The KGHL-TV attorney last week hit the data introduced by Mr. Doherty. The attorney said there was no correlation between Mr. Doherty's figures, that the method used was like adding "apples and pears."

AT&T Keeps Color Rates Intact

AT&T has recommended to the FCC that the present "experimental" rates for color television transmission be extended through 1958. The present rates, which expire at the end of this year, have been in effect since the FCC approved compatible color tv in late 1953. Color and black and white tv transmission rates are the same, except for an extra connection charge for color.

TASO Opens D. C. Office Jan. 1; $50,000 Budget Is Allocated

WORK of the Television Allocations Study Organization will get underway in earnest by Jan. 1—when Dr. George R. Town, TASO executive director, sets up shop in Washington, with a budget of $50,000 to be contributed equally by the five organizations represented on the board.

That was the result of a two-day TASO board meeting last week in Washington, which also saw Ralph Steetle, Joint Council on Educational Tv, elected treasurer; William L. Reynolds, Radio-Electronics-Television-Mfrs. Assn., assistant treasurer, and C. M. Braum, JCET, permanent secretary. The chairmanship of TASO rotates among members of the board. Next TASO board meeting was scheduled for Jan. 9 at NARTB headquarters in Washington.

During last week's meeting the board inspected the two $15,000 Assn. of Maximum Service Telecasters' station wagons equipped for field testing uhf and vhf signals. Each automobile includes two field meters (one vhf and one uhf) and recorders for each meter. Each car is equipped with a hydraulic, telescopic mast — permitting antennas to be raised to the height of 30 ft. During the next few weeks the vehicular gear will be tested—on a Baltimore-Salisbury, Md., run, after which it will be used in the Norfolk, Va.-Harrisburg, Pa., area in conjunction with FCC engineers for calibration and techniques. Each station wagon costs $15,000, including equipment.

The AMST tests, which will be offered to TASO and the FCC as AMST's contribution to the uhf-vhf allocations study, will begin officially late in January. The first two cities to be surveyed will be Wilkes-Barre, Pa., and New Orleans, La.

FCC Approves Sales Of Almost $4 Million

ALMOST $4 million was involved in major station sales given FCC approval last week, with the Stauffer Publications' $2.5 million purchase of Capper Publications Inc. [B•T, Sept. 24] topping the list. Capper Publications owns WIBW-AM-TV Topeka and KCKN Kansas City, both Kan.

The Capper purchase was contingent on the sale of KCKN to Cy Blumenthal (WARL-AM-FM Arlington, Va.) for $110,000, which also received FCC consent last week. Mr. Blumenthal also owns WCMS Norfolk, Va., and has an interest in WROV Roanoke, Va.

In addition to the broadcast properties, Capper owns the *Topeka Capital* and *Kansas City* (Kan.) *Kansan,* plus *Capper's Farm Journal.* Stauffer Publications, headed by Oscar S. Stauffer, owns newspapers in Kansas, Oklahoma, Missouri and Nebraska. Stauffer broadcast properties include KGFF Shawnee, Okla., KSEK Pittsburg and KSOK Arkansas City, both Kan.

Also approved last week:

- The four-station, $533,850 transaction involving KPRO Riverside; KREO Indio; KROP Brawley, and KYOR Blythe, all Calif. The California outlets were sold by a trustee in bankruptcy to a group headed by radio-tv program producers Frank K. Danzig and A. Bartlett Ross (Ross-Danzig Productions).
- Another $533,000 sale, that of ch. 9 KDWI-TV Tucson, Ariz. Purchasing group includes Texans H. U. Garrett (40%), oilman; Tom E. Foster (10%), who owns 60% of KDET Center, Tex.; Taylor Milton (15%), contractor; W. E. Dyche Jr. (11%), attorney; Tolbert Foster (10%), son of Tom E. and owner of remaining 40% of KDET, and two others. The Fosters also own the East Texas Network which has affiliations of 11 radio stations.
- The $114,000 sale of WAIR-AM-FM Winston-Salem, N. C., to Forsythe Broadcasting Co. (John F. Koons III). Mr. Koons for the last eight years has been an account executive with Midland Adv. Co., Cincinnati.

Crowded Spectrum, Added Work Cited for FCC Headaches in '56

AMONG the many problems besetting the FCC, not the least of these is the increasing congestion in certain parts of the spectrum caused by expansion of communications facilities and requests for special frequencies for new services. This was one of the points made by the FCC in its 22d annual report, issued last week. The 171-page report summarizes the year's activities at the Commission up to the close of FCC fiscal 1956 (ended June 30). It may be obtained from the U. S. Government Printing Office, Washington. Price: 50 cents.

Here are some interesting points reported in the annual report:

- An average of 1,800 applications (not counting petitions and other filings) are received at the Commission every day.
- Thirty-five per cent of all applications for new am and tv stations end up in hearing. (Hearings average about two each day). About 25% of all pending applications are at least one year old.
- There has been a 30% increase in court cases which involve the FCC.
- The FCC last year spent 900 man-days preparing for, attending and following up work connected with Senate and House committee hearings.

These are only a few of the many difficulties which prevent the FCC from catching up with the ever-increasing routine, the FCC report notes, adding that certain of its activities have necessarily been curtailed because of the manpower shortage and other problems. Curtailments, according to the Commission, have occurred particularly in field engineering and technical research.

But inexorably, business goes on. Broadcast authorizations continue to increase. At the end of fiscal 1956 broadcast authorizations totaled over 7,000—the highest ever—a net gain of 785 for the year. In 1955, when the then 6,000 plus authorizations also reached a new high, broadcast authorizations showed a net gain of 419 over 1954.

FCC Confirms Renewals Of WEOL, WMAN Licenses

FINAL decisions confirming license renewals granted WEOL Elyria and WMAN Mansfield, both Ohio, Sept. 7, 1955, were announced by the FCC last week. The action denied protests by the *Lorain Journal* against WEOL's renewal and objections by the *Mansfield Journal* (owned by the same interests) to the WMAN renewal. The Commission, after the protests, had designated the renewal applications for hearing.

The Lorain newspaper charged WEOL made false and misleading statements on program plans, that it applied for a tv station (ch. 31 WEOL-TV) to prevent another applicant from securing a cp and did not proceed with tv construction in accordance with representations made to the Commission. WMAN was charged with inaccurate representations about its programming. Hearing Examiner Herbert Sharfman in January found both protestants failed to support the burden of proof placed on them and recommended reinstating the licenses.

Two Buy Half of KOSA-TV

AN APPLICATION for approval of the sale of 50% of KOSA-TV Odessa, Tex., was filed with the FCC last week. C. L. Trigg, W. B. Stowe and Brooks L. Harman are selling 50% of KOSA-TV to Jack C. and Grady H. Vaughn, Mr. Trigg, 80% owner, is disposing of 40%; Messrs. Stowe and Harman are each selling their 5% interests. The half interest in KOSA-TV is being sold for $20,000. Messrs. Vaughn also will assume one-half the station's obligations, which includes a $170,000 line of credit. KOSA-TV's balance sheet, as of Oct. 31, showed total assets of $456,087, of which $88,708 was current assets; total current liabilities of $67,032, and a deficit of $21,195.

"SOUND-FACTOR"

The Sparkle of Impressionable Living with

RADIO WSRS

ON

GREATER CLEVELAND'S
NUMBER 1 STATION

SOUND-FACTOR DISCOUNT PAYABLE ONLY
TO RECOGNIZED ADVERTISING AGENCIES
BY WSRS, INC., CLEVELAND 18, OHIO

UNINTERRUPTED NEW YEAR

THE FCC gave radio and tv stations their annual waiver of station identification rules for New Year's Eve last week. In a short announcement, the Commission said the rule requiring station identification on the hour would be relaxed from 11:50 p.m. Dec. 31 to 4:50 a.m. EST Jan. 1. The FCC said, however, that stations would be expected to make proper identification as soon as possible afterward.

Hearing on Flint Ch. 12 Case Postponed Another Three Weeks

THE long contested Flint, Mich., ch. 12, case was reopened before Hearing Examiner Herbert Sharfman last week—but was almost immediately postponed to Jan. 7 to permit opposing attorneys to study documents. A move to have the hearing stayed, made by unsuccessful applicants WFDF Flint and Butterfield Theatres in the federal circuit court in Washington, was unsuccessful when the court denied the motion.

The Flint ch. 12 grant was made to WJR Detroit in 1954. Shortly thereafter it modified its grant to locate its transmitter to the north of Flint rather than south of Flint. The unsuccessful applicants appealed this to court and the court remanded the case last summer to the FCC for further hearings. At the same time a group of Michigan television stations protested the modification grant.

The reopening of the comparative hearing last week was based on the court's remand. WFDF and Butterfield, seeking clarification, charged that the hearing issues framed by the FCC do not jibe with the court's order. They also objected to the Commission's action permitting WKNX-TV Saginaw, Mich., to participate as an intervenor.

The protest hearing already has been held, with Examiner Sharfman issuing an initial decision last April affirming the Commission's grant of the modification. Oral argument was held last June and a final decision is awaited from the FCC. In addition to WKNX-TV, protestants also are WTOM-TV Lansing and WWTV (TV) Cadillac, Mich.

KGUL-TV Decision Upheld

A FEDERAL court last week affirmed the FCC's action last February in denying a protest by ch. 13 KTRK-TV Houston, Tex., against the transmitter move of ch. 11 KGUL-TV Galveston, Tex., nearer Houston [B•T, Feb. 6]. In a *per curiam* decision, Circuit Judges Henry W. Edgerton, Charles Fahy and Walter M. Bastian of the District of Columbia Circuit held that the Commission gave KTRK-TV a full evidentiary protest hearing and that nothing in the record indicated error. They also held that the FCC's decision was within its authority. KTRK-TV has fought KGUL-TV's move since 1954 when the ch. 11 station first applied for the move.

AB-PT SECURES $60 MILLION LOAN

AS EXPECTED, American Broadcasting-Paramount Theatres Inc. has obtained new working funds, a good part of which will be used to build up the "capital" strength of its revenue-producing ABC division.

Leonard H. Goldenson, AB-PT's president and acting president of ABC, disclosed last week in a letter to stockholders that AB-PT has concluded an agreement with "several financial institutions" for a "firm loan" of $60 million, to be taken as follows: $12.5 million effective this Thursday, $42.5 million on May 31, 1957, and $5 million by Oct. 1, 1958, with an option for another $5 million exercisable by the latter date.

AB-PT will use $37,234,000 of the total $60 million borrowed to pay off existing debts (outstanding loans from banks and the Metropolitan Life Insurance Co.).

As early as last spring, Mr. Goldenson had tipped AB-PT's plans for improving the corporation's capital position [B•T, May 21] and by last October, when Mr. Goldenson took over ABC's helm upon the resignation of Robert E. Kintner as the network's president (and now with NBC), it had been indicated that the financial plan would be carried through [B•T, Oct. 22].

It also had been made known in May that AB-PT would use some of the cash to prepare the network for color television. As expressed by Mr. Goldenson to the stockholders:

"This loan fortifies your company's financial position so that its activities can be expanded on a sound and carefully planned basis, and in particular, will provide the funds to finance the further growth, including additional facilities required in television."

Mr. Goldenson also told stockholders that the three-year Frank Sinatra pact won exclusively by ABC-TV was the "first major result" of AB-PT's "concerted drive to create new network programs with high audience and sponsor appeal for the 1957-58 television broadcast season." He also noted that "other new programs with substantial public appeal are under consideration."

President Goldenson's letter announced an extra dividend of 30 cents a share, an increase of 10 cents over last year's extra dividend, to the regular quarterly dividend of 25 cents per share. The dividends were for the fourth quarter of this year and payable last Thursday to holders of record on Nov. 26.

The new loan that has been negotiated by AB-PT will mature serially from July 1, 1957, to July 1, 1977, with a final maturity on Jan. 1, 1978.

MACY'S TELLS GIMBEL'S

AMONG the hundreds of telegrams received by NBC on its 30th anniversary (see adjacent story) was one to President Robert Sarnoff from Dr. Frank Stanton, president of CBS Inc. It follows:

"CBS joins in the tribute to NBC on its 30th birthday. CBS, perhaps better than any organization outside NBC, knows firsthand the enormous role which General Sarnoff, you and all of NBC have played in the explosive and significant social and economic development of radio and tv. NBC has had a pioneering part in making network radio and tv an integral part of the lives of all Americans. You have stimulated lively competition which distinguishes the American system of broadcasting and from which the public benefits enormously. My associates and I extend to you and your associates, on this most important milestone in the life of NBC, our genuine congratulations and good wishes."

NBC, Affiliates Happy After Fla. Convention

NBC officials returned last week from their business-and-fun convention with affiliates [B•T, Dec. 17] bearing an expression of gratitude and promise of "full support" by the affiliates.

Winding up the network's 30th anniversary convention at Miami Beach on Dec. 16, the affiliates adopted a resolution saying that they:

"1. Salute NBC on its 30-year record of outstanding contributions in service to the public and the broadcasting industry.

"2. Pledge full support to president Robert W. Sarnoff and his organization in their plans and policies for advancing NBC to even higher levels of leadership.

"3. Express heartfelt appreciation to their network for the finest affiliates' meeting in NBC's history."

In closing sessions of the convention, Matthew J. Culligan, NBC vice president in charge of the radio network, summed up programming plans, said that *The Most Beautiful Voice in America* has been sold to start in May but that he couldn't divulge the sponsor. New merchandise-sales plans include a January white sale, February medical chest, March food and April spring cleaning, he said. Merchandising deals also have been made with *True Confessions* and *Sports Illustrated* magazines, he reported.

In the negotiation stage is a plan whereby NBC Radio program logs would be distributed house-to-house by various companies, including Avon and Nutrilite (food supplement), in a cooperative effort, according to Mr. Culligan.

Dick Linkroum, executive producer for *Today, Home* and *Tonight,* discussed new plans for *Tonight.* Starting Jan. 27 the formula will be "America after dark" and will feature at least five unnamed syndicated columnists originating from New York, Chicago and Hollywood.

NBC Congratulated by Ike, Churchill, Other Dignitaries

CONGRATULATORY messages from President Eisenhower, Sir Winston Churchill, and other dignitaries marked NBC's 30th anniversary, coupled with endorsement of

1960 NBC GOAL EARLY

BIGGEST laugh at NBC's 30th anniversary convention in Miami Beach, came at the opening session Dec. 13 when Toastmaster Harry Bannister, vice president of NBC station relations, delivered a jibe on ratings. Florida's Gov. Collins had predicted that Florida would be the eighth state in population by 1960. Mr. Bannister rejoined that NBC would return to Florida then so it could "break into the top 10." Last Thursday Mr. Bannister followed up his comment with this wire to NBC affiliates:

"Am happy to report that we don't have to wait for Florida to become the eighth state before we break into the top 10. Latest Nielsen gives NBC four in top 10 shows. . . ."

its new educational tv program service [B•T, Dec. 17] by national educational leaders.

President Eisenhower said in message to NBC President Robert W. Sarnoff: "Congratulations. . . . Over the past 30 years your company has contributed to the strength and pleasure of the national community by stretching an efficient and responsible network of radio stations across the land. Linking us with major cities around the world, you have widened the markets of commerce and increased an effective range of artists and information. I wish you continuing success as you serve the best interests of the listening public."

Other messages were received from former President Herbert Hoover; Treasury Secretary George Humphrey; Interior Secretary Fred A. Seaton; Acting Secretary of Defense Reuben B. Robertson Jr.; Sen. and Mrs. Lyndon Johnson; former French President Vincent Auriol; NARTB President Harold E. Fellows; Canadian Broadcasting Corp. General Manager J. D. Ouimet; Prime Minister Hatoyami of Japan; Japanese Broadcasting Corp. President Nagata, among others.

Commendations for the NBC educational tv plan came from H. K. Newburn, president of Educational Television & Radio Center at Ann Arbor, Mich., with which NBC is cooperating in this project; Dr. Franklin Dunham, radio-tv chief, and Mrs. Gertrude G. Broderick, radio-tv-education specialist, both of U. S. Office of Education; Frank E. Schooley, president, National Assn. of Educational Broadcasters; Dr. Carroll V. Newsom, president, New York U.; Ralph Lowell, board chairman, Educational Tv & Radio Center; Dr. Grayson Kirk, president, Columbia U., and managers of several educational tv stations, among others.

KGON Becomes NBC Affiliate

KGON Oregon City, Ore., operating at 1520 kc with 1 kw, has joined NBC Radio as an affiliate, it was announced jointly by Irwin S. Adams, owner and general manager of Clackmas Broadcasters Inc. (operator of KGON) and NBC Radio's station relations vice president, Harry Bannister.

CBS-TV EXPANDS USE OF TAPE TO GODFREY

- **Network pleased with device**
- **Broader use planned slowly**

AFTER using their new Ampex video tape recorders for three weeks, CBS-TV authorities tonight (Monday) will extend the use of the recorders to the Arthur Godfrey *Talent Scouts* show (8:30-9 p.m. EST).

If it works as successfully on tonight's *Scouts* as they expect it to, the Ampex equipment will be employed regularly to feed delayed telecasts of the show to the West Coast and then—but gradually—will be put into operation on other shows, probably one at a time.

These plans were revealed by William B. Lodge, CBS-TV vice president in charge of engineering, and Edward L. Saxe, operations vice president, at a special demonstration of the Ampex tape operation for newsmen last Thursday in New York. They were highly pleased with developments in the use of the equipment to date, but emphasized that extension of its uses will come relatively slowly.

One of the main drawbacks at the present time—aside from the fact that only three units have as yet been delivered—is the shortage of what they (CBS-TV executives) called "uniformly good film." Chief trouble in this regard, they explained, is the appearance of "dropouts"—little slices of light that show up on the screen from time to time, caused by dust specks, tiny holes, etc., in the tape itself.

They had no doubt that this problem would be overcome, however, and said much progress had been made even in the past two weeks. Minnesota Mining & Manufacturing, supplier of the tape, has been giving close attention to the problem and reportedly is considering a policy of not selling the tape to broadcasters until each reel has been pre-run with program material and found clear [B•T, Dec. 10].

Thursday's demonstration, which consisted of a closed-circuit feed of the *Houseparty* program as recorded in Hollywood coincident with its live origination there earlier in the afternoon, showed occasional evidences of "dropout," but most observers agreed it was so infrequent that the casual home viewer probably would not notice it.

Onlookers agreed unanimously that picture quality was much superior to kinescope and the home viewer probably could not distinguish it from a live show. Actually, an off-the-air pickup of a live show immediately following the demonstration seemed less clear than the tape recording, but Mr. Lodge pointed out that the difference would be due to off-the-air reception problems in mid-Manhattan.

For the immediate future, officials said,

OCT. SALES SOAR FOR NBC, CBS

FOR CBS-TV and NBC-TV the month of October produced the highest monthly billing in gross time charges this year, according to Publishers Information Bureau.

In releasing its summary for October and the 10-month period of this year, PIB noted in its computations that ABC-TV scored a billing in October that was near the network's high enjoyed in August.

Total billings for the three networks in the 10-months covered rose from more than $328.6 million last year to $399,330,598, or a gain of 21.5% for the period.

In October, the total gross time billing went up 19.6% — 15.9% for ABC-TV; 23.4% for CBS-TV and 17% for NBC-TV —as compared with that same month a year ago. The breakdown by PIB:

NETWORK TELEVISION

	Oct. 1956	Oct. 1955	% Change	Jan.-Oct. 1956	Jan.-Oct. 1955	% Change
ABC	$ 6,812,183	$ 5,876,756	+15.9	$ 63,306,036	$ 38,595,620	+64.0
CBS	20,468,769	16,590,891	+23.4	183,280,533	155,065,646	+18.2
DuMont**					3,102,708	
NBC	18,267,063	15,618.704	+17.0	152,744,029	131,884,639	+15.8
TOTAL	$45,548,015	$38,086,351	+19.6	$399,330,598	$328,648,613	+21.5

1956 NETWORK TV TOTALS TO DATE

	ABC	CBS	NBC	TOTAL
Jan.	$ 6,382,046	$ 17,820,455	$ 14,695,116	$ 38,897,617
Feb.	6,418,210	16,928,361	13,845,000	37,191,571
March	6,747,928	17,884,976	15,955,688	40,588,592
April	6,173,922	17,668,950	15,136,596	38,979,468
May	6,639,132	18,260,894	15,710,403	40,610,429
June	6,119,917	17,935,789	14,186,929	38,242,635
July	5,532,030	18,481,719	13,733,765	37,747,514
Aug.	6,842,292	19,430,748	16,323,549	42,596,589
Sept.	5,638,376	18,399,872	14,889,920*	38,928,168*
Oct.	6,812,183	20,468,769	18,267,063	45,548,015
TOTAL	$63,306,036	$183,280,533	$152,744,029	$399,330,598

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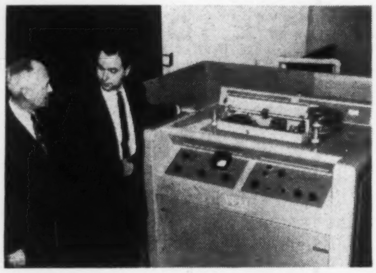
* Revised as of Dec. 18, 1956.

** Effective Sept. 15, 1955, DuMont Television network changed from a national network to a local operation.

the Ampex equipment will be used primarily to replace kinescopes in overcoming time differences. Since Nov. 30, it has been used daily to record the Douglas Edwards news show, which originates in New York, for delayed feed to west coast affiliates. The recording is done in Hollywood. The same pattern will be followed in the case of *Talent Scouts*. Mr. Lodge said he had polled all west coast affiliates and found them unanimously in favor of the tape recording over kinescopes of the Edwards program.

As a precautionary measure, programs that are recorded also are kinescoped at the same time, in case of mishap in the recording. This practice will be continued during the break-in period until network authorities are confident that the equipment and the man handling it are ready to stand on their own. Mr. Lodge pointed out, parenthetically, that Ampex technicians had finished up their training chore for CBS-TV west coast engineers early last week and that network people now are operating the equipment entirely on their own and doing an "excellent" job.

CBS-TV has ordered five prototype units and seven regular production models. It has two prototypes in the west coast operation, and a third was received in New York last Wednesday night. The New York recorder will be tested several weeks before use, and Mr. Lodge said it is undecided whether it would then be used in New York, or sent to augment Hollywood facilities.



INSPECTING NBC-TV'S first Ampex video tape recorder [B•T, Dec. 17] are Thomas W. Sarnoff (r), director of production and business affairs for NBC's Pacific Div., and John E. Burrell, manager of the network's tv technical operations, Hollywood. The $75,000 machine, one of three purchased by the network, was the first to be delivered, arriving in Hollywood Dec. 13.

NBC, meanwhile, tested privately last week the operation of similar Ampex tape recording equipment delivered to its own Hollywood studios week before last. Segments of the *Tennessee Ernie Ford Show* and *Modern Romances* were reported to have been taped for closed-circuit transmission to New York last Thursday. NBC spokesmen said this demonstration was for network officials only.

THERE'S ONLY ONE LEADER...

KXLF-TV4 MONTANA

THE CONTINENTAL DIVIDE STATION, BUTTE

NBC Radio, WKBW Buffalo To Affiliate Fully on Jan. 1

NBC RADIO, which has been without an affiliate in Buffalo, N. Y., since WGR moved to ABC June 1, last week signed WKBW that city as an affiliate [B•T, Dec. 17].

Although the affiliation agreement does not become effective until Jan. 1, WKBW was to begin carrying NBC programs on a limited basis immediately, officials reported. The 30-year old radio station operates on 1520 kc with 50 kw. NBC owns and operates WBUF (TV) Buffalo.

WGAT Becomes ABC Affiliate

WGAT Utica, N. Y., an independent, 1-kw day and 500-w night station on 1310 kc and owned by Star Broadcasting Co., last week became an ABC Radio affiliate, it was announced jointly by WGAT President Thomas L. Brown and ABC Radio Station Relations Director Edward J. DeGray.

NETWORK PEOPLE

Bruce Bryant, account executive with CBS-TV Spot Sales, named eastern sales manager. He succeeds **Tom Judge,** resigned to join Closed-Circuit Telecasting System Inc. [B•T, Dec. 17].

Joe Magigo, ABC press information, Hollywood, to new position as manager of tv promotion - press information, ABC - TV Western Div.

Welles Hangen, *N. Y. Times* correspondent in Moscow recently expelled by Soviet authorities for taking unauthorized pictures, joins NBC News as chief of network's Cairo bureau. He succeeds **Wilson Hall,** who has returned to U. S. because of his health.

Lang-Worth, Filmusic Combine, Executive Changes Announced

CONSOLIDATION of Lang-Worth Feature Programs and Langlois Filmusic was announced last week by John D. Langlois, former secretary-treasurer and recently-elected president of the Lang-Worth organization. He replaced C. O. Langlois Sr., who moved up to board chairman. C. O. Langlois Jr. remained as president of Filmusic.

Hugh S. Allen Jr., former west coast operations director, was named national sales manager and was succeeded by G. R. Jones.

The firm plans to expand its radio jingle output by establishing a merchandising service geared to local selling. Among recent L-W subscribers are WOW Omaha, WKY Oklahoma City and KHPO Phoenix.

Illinois Athletic Commission Proposes Tv Tax on Fights

PROPOSAL of a 5% "television tax" on revenue derived from telecasting of boxing and wrestling exhibitions in Illinois was advanced Wednesday by that state's athletic commission.

Recommendation for such a levy was contained in a year-end report by the commission, which blamed tv primarily for adverse attendance at matches. Report was sent to Gov. William Stratton for study and suggests the tax take the form of a levy on promoters.

The commission reported an increase in tax receipts for 1956 over those last year, but claimed public interest in boxing and wrestling has reached a "dangerously" low ebb in Illinois. Televising of fights in the state has downgraded attendance "to a point where the cost of supervising some [of them] exceeds the total tax on admissions collected from these shows," it was contended.

Among other reasons given for decline of box offices was that each sport has only one promoter—James D. Norris, head of the International Boxing Club, for boxing, and Fred Kohler Enterprises Inc. for wrestling.

The three championship fights in Illinois prevented the commission from realizing a completely dismal fiscal year, it was said. Twenty of some 30 professional fights were televised in the state during 1956.

Stations Finding Markets For Copy Clinic Messages

PUBLIC SERVICE messages with built-in sales value are being offered to radio stations by Copy Clinic Inc., Seattle, according to the firm's president, Hugh M. Feltis. The package consists of a collection of spot announcements urging safe driving and keyed to specialized weather and holiday conditions.

The firm reports that stations buying the package in the Northwest have found them easily sellable to local sponsors.

A station can purchase exclusive rights to the package for its area at a price ranging from $25 to $500, depending on the number of stations in the market. Canadian rights have been sold to All-Canada Radio Facilities, Toronto.

BIS Director Campbell Dies

CHARLES H. CAMPBELL, 52, director of the British Information Services in Washington who died Dec. 18 in Knoxville, Tenn., was honored Friday by capital officials, media representatives and business associates at memorial services held at St. John's Episcopal Church, Washington. Death was due to an internal hemorrhage. He died in U. of Tennessee Memorial Hospital.

Mr. Campbell had been active in media circles and was known to literally thousands of newsmen. He had been interested in activities of Sigma Delta Chi, national journalistic fraternity. Funeral services were held Friday at the Tharp Sontheimer funeral home in New Orleans. Burial was in Metairie Cemetery there.

PROGRAM SERVICE PEOPLE

Vinton Freedley Jr., formerly national sales manager of NBC Radio, joins Tv Dept. Inc., New York, as vice president and member of board. Tv Dept. Inc. is new company offering television services to advertising agencies without television personnel of their own and makes available facilities for producing tv commercials and industrial films.

Henry E. Minard, with United Press in various news and business posts, named business manager of Pacific Division of UP, with headquarters in San Francisco. **Thomas M. Farrell,** bureau manager at Grand Rapids, Mich., appointed UP business manager in that city. **John T. Bloom,** with UP Lansing bureau, transferred to Grand Rapids as bureau manager.

Roderick W. Beaton, business manager, United Press Southern Div., promoted to Southern Div. manager, succeeding **Stanley Whitaker,** who will retire on Jan. 1.

Lyle Thayer, formerly with Music Corp. of America, to Capitol Records Inc., Hollywood, as administrative assistant.

John Palladino, mixer in Recording Dept. of Capitol Records Inc., Hollywood, promoted to album producer. **Luis Valentine,** Radio Recorders, same city, succeeds Mr. Palladino.

Harry Landon, vice president in charge of sales, Olmsted Sound Studios, N. Y., named chairman of Volunteer Radio & Tv Committee of Greater New York Fund.

Keith Kerby, western division manager of United Fm, sales promotion firm for fm stations, father of girl, Melinda Susan.

PROGRAM SERVICE SHORTS

Voice of America is recruiting actors, announcers and narrators who live in Washington area for part-time work. Applications should be mailed to Dan Morley, production manager, Voice of America, 330 Independence Ave., S. W., Washington 5, D. C. and should include brief summary of previous experience.

Ruegg KNX Manager; West to KSFO Post

FRED RUEGG, assistant director of labor relations for CBS Inc., has been named general manager of CBS-owned KNX Hollywood and the Columbia Pacific Radio Network, Jules Dundes, vice president in charge of station administration for CBS Radio, announced last Friday.

Mr. Ruegg succeeds Bert West, who has resigned to join the Gene Autry-Robert O. Reynolds' KSFO San Francisco as assistant general manager and sales manager. Earlier, Bill Shaw, whom Mr. West succeeded as general manager of KNX, went to KSFO as vice president of licensee Golden West Broadcasters Inc. and KSFO general manager. The move pairs up the former KNX "team" again. Golden West also operates KMPC Los Angeles. Mr. West formerly had served with CBS Radio Spot Sales in San Francisco.

Mr. Ruegg, with CBS since 1938, entered broadcasting in 1931 with KFXD Nampa, Idaho, and subsequently was associated with stations in Butte, Mont., and Portland, Ore. He joined CBS-owned KCBS (then KQW) San Francisco as an announcer and technician in 1938, and was program director of the station from 1945 until named assistant director of labor relations for the parent CBS Inc. in March 1953.

MR. RUEGG

MR. WEST

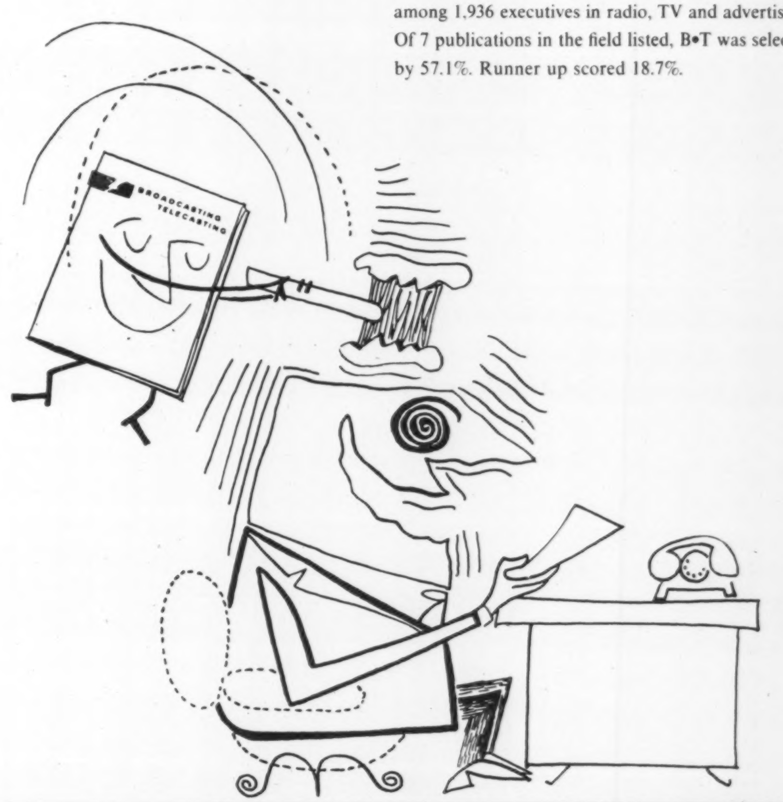
Mr. West has been general manager of KNX and CPRN since October 1955.

WELI Goes Independent Jan. 7

WELI, New Haven, Conn., will terminate, by mutual consent, its affiliation with ABC, effective Jan. 7, according to station President and General Manager Richard W. Davis. The station, an ABC affiliate since June 1942, the past fortnight increased its daytime power from one to 5 kw.

"Please check the publication in which an advertisement would be likely to have the most impact on you."

That's part of a survey conducted by Erdos & Morgan, independent researchers for *Time, National Geographic, Wall Street Journal, B•T,* and others, among 1,936 executives in radio, TV and advertising. Of 7 publications in the field listed, B•T was selected by 57.1%. Runner up scored 18.7%.



WGN-TV Caught Between Protests Over Cancellation of 'Luther' Film

A LARGE NUMBER of protests prompted WGN-TV Chicago last Tuesday to cancel a world tv premiere of the motion picture "Martin Luther," dealing with the life of the 16th century leader of the Protestant movement in Germany.

In announcing cancellation of the film, scheduled to be shown on the station's 10 p.m. feature movie program last Friday, Ward L. Quaal, vice president-general manager of WGN Inc. (WGN-AM-TV), attributed the action to "policy" reasons and cited "emotional reaction" stemming from WGN-TV's plan to televise the movie.

A group of Protestant clergymen in Chicago later protested cancellation of the movie, charging that "pressures" had been brought by the Roman Catholic Church and that the action violated freedom of the press and amounted to "censorship" in violation of the station's authority to broadcast.

Speaking as chancellor of the Chicago Archdiocese of the Catholic Church, the Rt. Rev. Msgr. E. M. Burke denied any formal pressure had been put on WGN-TV to cancel the film and added:

"As far as the 1.8 million Catholics here are concerned, it was an individual matter if they saw fit to protest against a film they consider historically inaccurate, if not downright insulting."

The incident was further joined Thursday when the Illinois Div. of the American Civil Liberties Union protested "censorship by private pressure groups" and suggested WGN-TV had permitted itself to be "coerced." It said the incident is "an illustration of the tendency of those in control of communications" to submit to censorship.

WIND Control Shifts to WBC In Record $5.3 Million Deal

FORMAL acquisition of WIND Chicago by Westinghouse Broadcasting Co. for an estimated $5.3 million was consumated in Chicago Friday.

Included in the purchase is a ch. 20 construction permit for proposed WIND-TV.

Ralph L. Atlass, WIND president, and John Carey, commercial manager, and other staff members will continue in their present positions under the new owner, WBC President Donald H. McGannon announced.

WIND operates with 5 kw directional on 560 kc. Westinghouse also operates WBZ-AM-TV Boston, WBZA Springfield, Mass., KDKA-AM-TV Pittsburgh, WOWO Fort Wayne, Ind., KEX Portland, KYW-TV Cleveland and KPIX-TV San Francisco.

CAGEY

BASKETBALL at 5 a.m.! That's the way daytimer WWKY Winchester, Ky., has solved the problem of carrying nighttime basketball games—and with a sponsor, too.

The games of six Kentucky colleges are carried live on a regional network and WWKY tapes the play-by-play for rebroadcast the next morning under the sponsorship of Ashland-Aetna (petroleum products) dealers. The weekday games are repeated at 5 a.m. with Saturday games rebroadcast at 1 p.m. Sundays. Charley Drew, WWKY general manager, says the live broadcasts cannot be heard in the WWKY area, hence the feasability of the rebroadcasts at the rather unusual early morning hour.

KVOR Sold for $142,000 To WERE Sales Head, 2 Others

SALE of KVOR Colorado Springs, Colo., by John Riggs and F. Robert Greene to a group headed by Charles A. Dunbar, sales manager of WERE Cleveland, Ohio, for $142,000 was announced last week. KVOR operates on 1300 kc with 1 kw and is affiliated with CBS.

Messrs. Riggs and Greene bought the Colorado station last year for $120,000. They also own WHAM Rochester, N. Y., and Mr. Riggs owns WELM Elmira, N. Y. Associated with Mr. Dunbar are George W. Furth and James R. Dudley, Cleveland businessmen. The Colorado transaction, which is subject to FCC approval, was handled by Allen Kander & Co., station broker.

SEC Is Investigating C-C Debentures Sales

PUBLIC investigation into sale of $4 million of debentures by Crowell-Collier Publishing Co. in the last two years has been ordered by the Securities & Exchange Commission. Crowell-Collier recently called off the $16 million purchase of the Harry M. Bitner (Consolidated Television & Radio Broadcasters) properties [B•T, Nov. 26].

The communications empire envisioned by C-C was gasping for life last week as the firm suspended its two remaining magazines —*Colliers* and *Woman's Home Companion.*

SEC announced its inquiry has no connection with suspension of *Colliers* and *Companion* since the matter had been under study for some time. The commission will investigate sale of debentures and common stock to determine if "full disclosure" requirements of the law have been violated.

Paul C. Smith, C-C president-chairman, said the company is cooperating with SEC and expressed confidence the probe "will disclose nothing unfavorable to the company."

The decision to fold the two publications, within six months after the death of *American* magazine, was reached Dec. 14 in a six-hour board meeting. The two magazines were facing a $7 million deficit this year.

Cowles Magazines Inc., publisher of *Look* and identified with the Cowles broadcasting interests, acquired the *Collier's* title and two Crowell-Collier magazine selling subsidiaries for $1.6 million last Thursday. Cowles also is expected to take over *Collier's* unexpired subscriptions and has agreed to lend the firm $1 million, taking a mortgage on its Springfield, Ohio, printing plant. Crowell-Collier was negotiating last week with Hearst, *McCall's,* and Curtis Publishing interests as regards the *Woman's Home Companion.*

Current plans of Crowell-Collier regarding KFWB Los Angeles, its sole broadcasting property, are to retain and continue to operate the station.

WGAR, WFMY-TV Send Reporters To Cover Hungarian Revolts

TWO stations reported special correspondents in Europe last week to observe the Hungarian-Polish revolts and refugee problem and provide direct reports to their audiences. WGAR Cleveland dispatched Charles Day to the scene and WFMY-TV Greensboro, N. C., sent Barry Farber with tv equipment.

Mr. Day has been shortwaving his broadcasts over CBS facilities. He hoped to meet the *Cleveland Press* mercy plane when it landed in Vienna. Mr. Farber, who speaks 14 languages, will be processed at the refugee receiving point in Munich with Hungarian refugees, returning with a group en route to this country. He has been active in setting up the resettlement plan in North Carolina and has served as foreign correspondent with the affiliated *Greensboro Daily News.*

THE *L.B. Wilson* STATION
WCKY
CINCINNATI OHIO

In Cincinnati—
Get All Four

Personalities
Ratings
Audience
Power

50,000 WATTS OF SALES POWER
BUY WCKY . . . INVESTIGATE TODAY

THE *L.B. Wilson* STATION
WCKY
CINCINNATI OHIO

Six Staff Members Promoted By WEWS (TV) Cleveland, Ohio

WEWS (TV) Cleveland last week announced promotions for six veteran staff members. The announcement was made at a party in the new WEWS building for 250 agency and newspaper guests.

Appointments include:

Joseph B. Epperson, chief engineer since 1946, was elected by the company's board of directors to be vice president for engineering of Scripps-Howard Radio Inc., owner of WEWS.

Peter Hlinka, member of the station's sales staff since 1950, was named Ohio advertising sales manager.

Donald L. Perris, who has served in various capacities at WEWS since 1948, was named assistant to the general manager.

Ernest E. Sindelar, supervisor and director since 1947, was appointed director of operations, in charge of all program production.

James E. Kirkey, on the WEWS production staff for the past nine years, was named production supervisor, and Earl W. Keyes, director at the station since 1947, was appointed program supervisor.

STAFF MEMBERS who have been promoted at WEWS (TV) Cleveland include (l to r): standing, Joseph B. Epperson, Earl W. Keyes, Peter Hlinka; seated, Donald L. Perris, James E. Kirkey and Ernest E. Sindelar.

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SLANDER
PIRACY
PRIVACY
COPYRIGHT

Guard against embarrassing loss by having our unique, special INSURANCE which is adequate and surprisingly inexpensive.

WRITE FOR DETAILS AND RATES
EMPLOYERS REINSURANCE CORPORATION
INSURANCE EXCHANGE
KANSAS CITY, MISSOURI

Robert C. Wood Dies In New York Hospital

FUNERAL SERVICES were to be held last Saturday at the Campbell Funeral Home in New York for Robert C. Wood, 46, national sales director of Storer Broadcasting Co., who died Wednesday of a heart attack in Doctors Hospital, New York. Mr. Wood had had an abdominal operation the week previous. He lived in New York City.

MR. WOOD

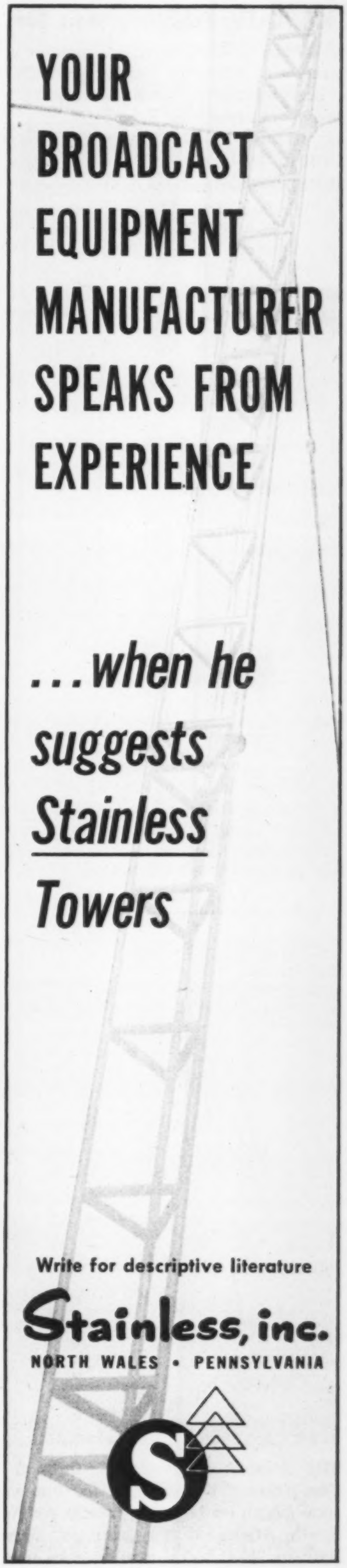
A 22-year veteran broadcaster, Mr. Wood had joined Storer in 1951 as midwest sales manager in Chicago and later moved to New York as national sales manager. Last November, he had been appointed national sales director [B•T, Nov. 19].

Before joining the Storer stations, Mr. Wood was account executive at several New York agencies and before that commercial program sales director of WOR New York, where he had started his broadcast career. At Storer, he was responsible for the development of all national sales and supervision of sales offices in San Francisco, Chicago and New York. He was headquartered at Storer's New York sales office.

As an infantry sergeant during World War II, Mr. Wood received the Bronze Star medal and the Purple Heart.

He is survived by his widow, Bergi; a son, Robert Christopher Wood; and a brother, Edwin Wood.

FIRST regularly scheduled local simulcast by KGW-AM-TV Portland, Ore., will begin Jan. 12. The show, an hour western variety program, will star KGW-TV's Heck Harper and is being sponsored by Wolfard Ford Motor Co., Portland, for 26 weeks. At the contract signing are (l to r): seated, Walter E. Wagstaff, KGW-TV station manager; John Slocum, account executive of Carvel, Nelson & Powell agency; John H. Eichhorn, general manager of KGW radio; standing, John Ettleson, KGW-TV account executive; Bob Peterson, of the Wolfard Co., and Mr. Harper. The new ch. 8 outlet began telecasting Dec. 15.


YOUR BROADCAST EQUIPMENT MANUFACTURER SPEAKS FROM EXPERIENCE

...when he suggests Stainless Towers

Write for descriptive literature
Stainless, inc.
NORTH WALES • PENNSYLVANIA

Van Haaften Appointed Manager Of KTWO-TV; February Start Set

MR. VAN HAAFTEN

C. VAN HAAFTEN, program manager and film buyer at KOA-TV Denver since 1953, has been appointed general manager of KTWO-TV Casper, Wyo., effective last Monday, it has been announced by Burt Harris, president of Harriscope Inc., permittee of the new station which plans to begin commercial operation about Feb. 1 next year.

Mr. Harris also announced that the Meeker Co. has been named national sales representative for KTWO-TV with John McGuire Co., Denver, appointed regional representative.

WPAT Furnishes Programming For WSKP's New Music Format

WPAT Paterson, N. J., and WSKP Miami, Fla., have entered into an arrangement under which WPAT will provide the Miami station with complete musical programming, it was announced jointly last week by Dickens J. Wright, WPAT president and general manager, and William O'Neil, president of WSKP.

Programs on WSKP will be patterned after WPAT's successful evening show, *Gaslight Revue,* with WPAT supplying the musical programming schedule and information on programming techniques. David Gordon, music director of WPAT, returned recently from Miami after working with the WSKP staff. The station is scheduling its new programming format late this month.

Mr. Wright revealed that he has received "innumerable inquiries" from stations, seeking advice and assistance in setting up programs of "quality music and news," similar to WPAT's own format. He said that the station is currently negotiating with more than 25 stations for such a service.

Allen Resigns WTVJ (TV) Posts

JOHN S. ALLEN, vice president-director-general sales manager of WTVJ (TV) Miami, will end his association with the station Jan. 1 to go into his own management consultant business in the Miami area. The new firm, to be known as John S. Allen & Assoc., will advise in broadcast management and other phases of tv and radio and in newspaper advertising.

WBZ-TV Top Hour Rate $2,400

WBZ-TV Boston has issued Rate Card No. 11, which raises the station's highest one-time hourly rate from $2,250 to $2,400, according to Franklin A. Tooke, general manager of the Westinghouse Broadcasting Co. station. The new rates become effective Dec. 16 for the NBC affiliate.

Blair Tv Appoints Stringer

APPOINTMENT of Arthur Stringer, sales manager of KTVR-TV Denver, as manager of the Chicago office of Blair Television Assn. is being announced today [Monday] by Richard Foote, executive vice president of the tv station representative. Mr. Stringer replaces Donald Ward, who has resigned to study at the Chicago Theological Seminary.

THE Atlantic Refining Co., through N. W. Ayer & Son, has signed to sponsor *The Atlantic Weatherman* for one year on WGLV-TV Easton, Pa. The weather show began on Dec. 12. Present for the contract signing were (l to r): seated, E. C. Smith, Atlantic district manager; Thomas J. Donahue, N. W. Ayer & Son; William Latham, WGLV-TV general sales manager; standing, Charles R. Thon, WGLV-TV general manager; Sargent Lea, Atlantic assistant advertising manager, and Ken Kirkander, weathercaster for the show.

STATION BREAK

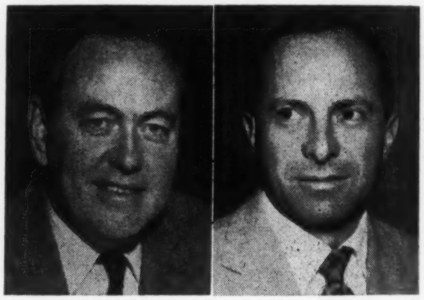
TWO CONVICT musicians made their escape during a tape recording session at KPRC Houston a fortnight ago.

The convicts, Robert O. McDonnell, a saxophonist, and Paul E. Myre, trombonist, were among 16 men brought from Ramsey Prison Farm in Brazoria County, Tex., to perform on the station's *Behind Prison Walls* show.

While guards watched one door, the two convicts walked out another. They were last seen entering a wooded area in Houston.

Barry, Rittenberg Appointed New Directors of KTTV (TV)

CHARLES C. BARRY, vice president of Loew's Inc., and Saul N. Rittenberg, Metro-Goldwyn-Mayer studio executive, are new directors of KTTV Inc., which operates KTTV (TV) Los Angeles. Their appointments were announced by KTTV Inc. Board Chairman Norman Chandler.



MR. BARRY MR. RITTENBERG

Mr. Barry, who joined Loew's Inc. in April of this year, has supervised that company's entry into the television field, including the release of the MGM feature library to tv and the acquisition of interests in television broadcasting properties.

Mr. Rittenberg formerly represented Loew's as a member of the law firm of Loeb and Loeb. This year he joined Loew's in a full time executive capacity at its MGM Studios in Culver City, Calif.

Loew's Inc. owns 25% of capital stock of KTTV Inc. The balance of 75% is owned by the Times-Mirror Co.

20% Increase in Day Rates Announced by WGN Chicago

AN INCREASE in daytime rates, averaging 22% was announced last week for WGN Chicago by Sales Manager William A. McGuineas. Nighttime rates will remain the same, with the new day rates becoming effective Jan. 1.

Also announced by Mr. McGuineas was a 7% increase in sales volume for the first 10 months of 1956 [Closed Circuit, Dec. 10]. Under the new card, Class A rates will jump from $450 to $520 an hour. Current advertisers will receive the customary six month protection against the higher rates.

STATION SHORTS

WOV New York announced last week that, according to Pulse study, station's Negro listenership up to midnight has shown overall gain of 48.4% in November as compared with last March. WOV operates 24 hours a day, with Negro broadcasting scheduled 13½ hours daily.

WSGN Birmingham, Ala., reports October and November gross sales have increased 121% over same two months of last year.

KBIG Hollywood plans to install microwave equipment on Mount Lee in Hollywood Hills which will connect studios with its Catalina Island transmitter.

WHBF-AM-TV Rock Island, Ill., announces new pension plan for its employes. Pension benefits supplement group insurance and Blue Cross-Blue Shield. Plan not mandatory but 100% of employes reportedly signed for it.

WDGY Minneapolis-St. Paul has added new studios to executive offices in Builders Exchange Bldg., Minneapolis.

REPRESENTATIVE APPOINTMENT

WBAT Marion and **WKBV Richmond,** both Indiana, appoint Everett-McKinney Inc., N. Y.

WOL-AM-FM Washington appoints Grant Webb & Co., N. Y., effective Jan. 1.

KPIG Cedar Rapids, Iowa, appoints Devney & Co., N. Y.

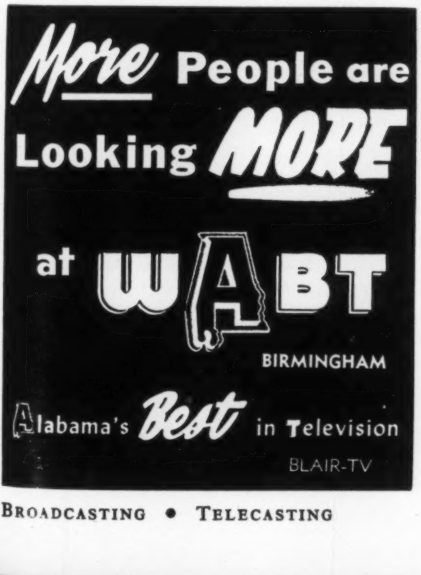
REPRESENTATIVE PEOPLE

Ted M. Shuster, sales service representative for NBC-TV, named account executive in N. Y. office of Young Tv Corp..

STATION PEOPLE

Durwood Powell, general manager of WBCR Christianburg, Va., elected vice president, continuing his duties as general manager.

Ray Mitchell, manager of KYOR Blythe, to KICO Calexico, both Calif., as station manager and **Mrs. Pat Mitchell** named traffic manager of KICO.



WFRV-TV Green Bay, Wis., has placed its new 1,165-ft. tower in operation. On hand for launching of new tower, part of station's $750,000 expansion program, are (l to r) Soren H. Munkhof, executive vice president and general manager of WFRV-TV; Judge Arch MacComb, and Chief Engineer Harry Hill. The tower is 1916 feet above sea level and official inaugural ceremonies for the new headquarters and studio building are planned in mid-January [B•T, Dec. 17].

MR. ALLEN

John S. Allen, vice president-general sales manager, WTVJ (TV) Miami, will resign on Jan. 1 to start his own management consultant firm, John S. Allen & Assoc. Inc., in southern Florida.

Max Bice, chief engineer, KTNT-AM-FM-TV Seattle-Tacoma, Wash., named assistant manager.

Gil Stratton, KNXT (TV) Los Angeles sports announcer, named sports director for station and CBS Tv Pacific Network.

MR. SUTTLES

Norman J. Suttles, formerly general manager of Fayetteville (N. C.) Chamber of Commerce, named general manager of WFNC-AM-FM, same city, succeeding **Victor W. Dawson,** who remains president of Cape Fear Broadcasting Co.

Ken Light, formerly in advertising business for himself, to WDGY Minneapolis sales staff.

Erwin Needles, local sales manager, WKNB-TV New Britain (Hartford) Conn., appointed to newly-created post of tv sales director. **David Scott** continues as national tv sales manager.

Dorothy Shufelt, continuity director-sales service manager, WNEM-TV Bay City, Mich., to KSBW-TV Salinas, Calif., suc-

The ABC *of paid circulation*

The surest barometer of readeracceptance of any publication is its *paid* circulation. Special people read business and trade journals for hard news and for ideas—tools of their professions or trades. They get their entertainment elsewhere (mostly from radio and television).

A *paid* subscription immediately establishes a contractual relationship between the subscriber and the publisher. The subscriber pays his money because he *needs* the publication to keep pace with developments in his own business. He is too busy to read those publications which do not meet his requirements, even if they come to him *gratis*. Thus, if reader interest is not sustained, paid circulation is promptly affected.

B•T for the Jan.-June, 1956 audit period averaged a paid weekly circulation of 16,401. This is the largest *paid* circulation in the vertical radio-tv field. B•T in fact distributes more *paid* circulation annually than the combined annual paid of all other vertical magazines in this field.

B•T is a member of the Audit Bureau of Circulations—the only paper in our field to enjoy this privilege. The symbol below is your guarantee of integrity in reporting circulation facts to buyers of space.

There is no blue sky or unverified claims in B•T. That is why B•T is the basic promotional medium in the radio-tv field, with 25 years of loyal readership and *paid* circulation to back it up.

ceeding Continuity Director **Neal Edmondson.**

James E. Blake, assistant national tv sales manager, KSTP Inc., Minneapolis-St. Paul, named national tv sales manager and **Byron E. Anderson,** assistant radio sales manager, appointed national radio sales manager.

MR. BLAKE

MR. ANDERSON

Mrs. Margaret Wilkinson, women's program director, WBEN Buffalo, N. Y., retiring after 24 years with station.

Barbara J. Fletcher, assistant traffic manager at WNDU-TV South Bend, Ind., appointed traffic manager of WNDU. **Nancy Champaigne** succeeds Miss Fletcher at WNDU-TV.

Frank Pollack, announcer, KRUX Phoenix, appointed program director.

John T. Clayton, account executive, N. Y. public relations firm of Ruder & Finn, appointed director of public affairs, WHLI Hempstead, N. Y. Mr. Clayton succeeds **George Ball** who resigned to enter nonbroadcasting field.

Dorothy Cotton, women's director, WHEC Rochester, N. Y., named publicity-promotion director.

Joe Bartus, salesman in local men's furnishings store, to sales staff of WHBC Canton, Ohio.

Natalie Ross joins announcing staff of WJBK-TV Detroit.

Charlie Hicks, WDEH Sweetwater, Tenn., to WWIT Canton, N. C., as announcer and **Wiley Carpenter** to WWIT as relief announcer replacing Red Jones, who is resigning to devote fulltime to insurance business.

Billy Mize, western recording artist, to KAFY Bakersfield, Calif., as m.c. of *KAFY Hayride.*

Don Cavitt to WDGY Minneapolis as disc jockey-newsman.

Dave Corbin, KCBS San Francisco, named promotion writer.

Mike James, WNAV Annapolis, Md., to WBAL Baltimore.

Sprig Parrott to KODL The Dalles, Ore., as combo man; **Vern Wright** to KPOJ Portland, Ore., as combo man; **Norma Walter** to KING Seattle, as traffic manager; **Beverly Rawson** to KMPC Hollywood, traffic department; **Phil Prindle** to Sales Aid Co., L. A., as announcer; **Tom Cope** to WSVA-TV Harrisonburg, Va., as cameraman, and **Erma Siebens** to KTIV Sioux City, Iowa, film department. All are recent graduates of Northwest Radio & Tv School.

Robert Forward, west coast advertising executive, to KMPC Los Angeles as director of programming.

MR. FORWARD

Ed M. Yalowitz, account executive, WFIE (TV) Evansville, Ind., named promotion manager; **Wes Potter,** WSM-TV Nashville assistant news director, and **Jerry Baum,** WIKY Evansville announcer, to WFIE as announcers-directors.

Gene Healy, WPAC Patchogue, N. Y., named director of local station relations and **Alan Walden,** news editor, appointed station news editor. **Jack Tierney,** WPAC, named local program manager.

John Sedwick, program department, WBAL-TV Baltimore, to Brent Gunts Productions, same city, as program supervisor.

James F. Baldwin, recently released from service, rejoins KTVT (TV) Salt Lake City, production-director's staff.

Charles Davies, N. Y. sales office of Crosley Broadcasting, to N. Y. office of WGN Inc. (WGN-AM-TV Chicago), assigned to national tv sales.

Henry B. Clay, executive vice president-general manager, KWKH Shreveport, La., re-elected president, local Chamber of Commerce.

William G. Stewart, general manager of KGHF Pueblo, Colo., elected president of local Kiwanis Club.

Joe Foss, CBS-WBBM Chicago sportscaster, signed to handle commentary for Aluminum Bowl game between Montana State U. and St. Joseph's College in Little Rock, Ark., on CBS Radio Dec. 22.

Francis E. (Dinny) Whitmarsh, WBZ-TV Boston news supervisor, is author of *Famous American Athletes of Today,* published by L. C. Page & Co. Chapter on radio-tv in sports is included.

Al Maynard, purchasing agent for ABC in Hollywood, married Opal Scott last month.

Phyllis M. Bishop, performer-director of tv continuity, WMBR-TV Jacksonville, Fla., married to **James T. Hanskat,** assistant floor director at WMBR-TV, Dec. 14.

Bill Adler, sales manager, WABD (TV) New York, father of son, William Jr., Dec. 1.

Michael Joseph, national program manager, Founder's Corp. (WTAC Flint, Mich.; WFBL Syracuse, N. Y.; KPOA Honolulu and KTVR-TV Denver, Colo.), father of boy, Jay Eric, Nov. 27.

THE western adventure series *Frontier* is being shown in the 10:30-11 p.m. time slot on WTOP-TV Washington under the sponsorship of Indian Lake Estates, Florida. Present for the contract signing are (l to r): seated, Elizabeth Matheney, Indian Lake advertising and public relations director; Leon Ackerman, Washington realtor and president of Indian Lake; Len Ringquist, NBC Film Sales representative; standing, Emanuel Levine, president of Levine Adv. Agency; Taylor B. Bryan, Indian Lake vice president; Peter V. O'Reilly, WTOP-TV account executive, and Robert A. J. Bordley, WTOP-TV director of sales. WTOP-TV personality Mark Evans will host the series.

AMST Appoints Lindow Its Executive Director

LESTER W. LINDOW, vice president-general manager of WFDF Flint, Mich., has been named executive director of the Assn. of Maximum Service Telecasters [CLOSED, CIRCUIT, Dec. 17]. Announcement was made by AMST President Jack Harris, KPRC-TV Houston, Tex.

MR. LINDOW

Mr. Lindow will assume his new post late in January on leave of absence from his radio job. Offices will be established at 1735 DeSales St., Washington.

AMST was organized last summer—originally as a group to represent the vhf viewpoint to the FCC. The Commission was then grappling with the problem of uhf and vhf, intermixture and deintermixture, and upper band vs. low band propagation. When finally established, AMST included all stations, uhf and vhf, which operate with maximum power. Its 125 members have pledged $100,000 to underwrite a nationwide field intensity survey of both uhf and vhf signals. This begins next month with Wilkes-Barre, Pa., and New Orleans, La., as the first markets (see TASO story, page 56).

Mr. Harris said AMST was fortunate in obtaining Mr. Lindow's services. "Mr. Lindow," he said, "is thoroughly conversant with the broadcasting field and with the objectives of AMST to expedite the development of a full, nationwide television broadcasting service, while at the same time protecting the service now received by the public through the maximum power stations. He knows the problems of management and is experienced in public relations and in governmental activities by virtue of his Army radio-television duties in Washington."

Mr. Lindow, a 21-year broadcast veteran, has been general manager of WFDF since 1947. Before then he was general manager of WRNY Rochester, N. Y., and of WFBM Indianapolis, Ind. He started his broadcast career with WCAE Pittsburgh. He is a 1935 graduate of the U. of Wisconsin and worked with the Hearst newspapers in New York before going to Pittsburgh.

During World War II, Mr. Lindow served as deputy chief of public relations for the U. S. Group Control Council for Germany. After overseas duty in England, France and Germany, he was returned to the United States as chief of the Radio Branch, Dept. of the Army. He holds a reserve commission as lieutenant colonel.

Mr. Lindow is vice president and a director of AP Radio & Tv Assn. and chairman of the executive committee, NBC Radio Affiliates. He is an NARTB representative serving as a director of the Assn. for Professional Broadcasting Education. He also is active in Flint civic and business affairs. He is married and has one daughter.

While on leave from WFDF, Mr. Lindow will be retained as a consultant for that station. During his absence, WFDF will be operated by Elmer Knopf, program director, as acting general manager, working with Marvin Levy, sales manager.

Calif. Radio-Tv News Club Asks Governor for Free Access

THE Radio & Television News Club of Southern California has joined in protest of the refusal of the California State Committee on Un-American Activities to allow KNX microphones in a recent Los Angeles session [B•T, Dec. 17].

Signed by the club president, John Holbrook of MBS, the protest to State Senator Hugh Burns said in part:

"It is our contention that the media of radio and television are as entitled as those of the press to free access to the open and public hearings of such an agency as a state legislative committee. It is noted that your reason given for banning the microphones was that they would pick up the by-play and small talk around the committee table. However, there was no restriction placed on a newspaper printing, if it chose, a verbatim record of every word spoken at the committee hearing.

"We maintain that this is discrimination against radio and television coverage of the news—and an interference with the free flow of public information."

Meanwhile, the Board of Trustees of Los Angeles City and County Bar Assn. has voted to pass over taking any action with respect to physical removal of certain attorneys from the hearing room during the congressional un-American activities investigation there. No explanation was given by William P. Gray, CBA president, who earlier had asked KNX to retain its tape recordings of that session as the only possible evidence of the occurrence [AT DEADLINE, Dec. 17].

N. Y. City Council Ban on Tv Evoke's News Group's Protest

RADIO-Newsreel-Television Working Press Assn. last Tuesday registered a protest with the New York City Council which barred tv news camera and sound crews that day from covering proceedings, although newspaper reporters and still photographers were admitted to the session.

The tv newsmen had attempted to cover a session at which the council was considering a proposal to investigate itself.

In a statement to leaders of the council, the association declared that the legislative body's action "is a violation of constitutional guarantees of freedom of information."

Gabriel Pressman, roving reporter for WRCA-AM-TV New York, revealed Wednesday he had recorded part of the council's session in spite of the announced ban, and broadcast it on WRCA Wednesday. He said he merely placed a tape recorder near a microphone and no one objected.

Mr. Pressman reported that NBC has taken "a firm editorial position" against the council's stand, and on Tuesday broadcast ten spot announcements on WRCA-AM-TV and on the network, calling the discrimination to public attention.

Progress of Educational Tv Cited in CJET Status Report

"FOUR Years of Progress" titles a status report on educational television issued last week by the Joint Council on Educational Tv. JCET reported there are 24 educational video outlets on the air, plus three educational stations operating on commercial channels (WOI-TV Ames, Iowa; WNDU-TV South Bend, Ind., and KOMU-TV Columbia, Mo.), reaching 60 million people. Seven other educational stations are under construction and due to begin early in 1957. Five applications are pending and about 35 other communities are actively interested in building educational stations.

More than $50 million has been spent on educational tv, JCET reported. Of this amount, $5 million has come from state legislatures, $7 million from institutions of higher learning, and $3 million from boards of education and municipal governments. Commercial broadcasters have contributed $5 million and private institutions, businesses and individuals have added $7 million. Foundations have contributed or pledged more than $25 million the report estimated.

Educational stations are telecasting about 700 hours per week, JCET reported. It marked as a "definite trend" the transmission of in-school programs. Reference also was made to regular and systematic instruction for adults.

The Educational Tv & Radio Center at

WHBF
coverage area has
1,102,500
people who spend
$1,339,059,000.
(Total Retail Sales. S. M. Buying Power)
CBS FOR THE

QUAD-CITIES
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS

WHBF AM TV
ROCK ISLAND, ILLINOIS
REPRESENTED BY AVERY-KNODEL

Ann Arbor, Mich., has distributed more than 135 program series, comprising 1,801 individual programs, totalling over 775 hours. The Center now is supplying six hours of programs per week to educational stations, JCET reported. It also pointed to a $6 million grant to the Center from the Ford Foundation.

Among the problems facing educational outlets, JCET said, are those involving uhf frequencies (two-thirds of the 258 reserved channels are uhf) and assignments to small communities.

"It is clear," JCET summarizes, "that educational television has made and is making real progress. There are problems but these are gradually but surely being overcome. The facts clearly show that educational television is having a tremendous effect upon the educational and cultural life of the nation. It is a tribute to the FCC that it has reserved and continues to reserve these channels, making possible the present progress in educational television and providing for its future development."

Speech & Theatre Conference To Hear RCA-NBC Color Experts

VARIOUS facets of "color television in America" will be examined by a panel of RCA-NBC representatives at the national convention of the Speech & Theatre Conference in Chicago Dec. 28, the network's central division announced last Tuesday.

Status, preparation, special problems and educational tv implications will be covered by the panel, headed by Charles F. Hunter, associate professor of radio-tv, Northwestern U. School of Speech and Chicago producer WNBQ (TV).

Speakers and their subjects for the convention are Elmer Nichols, advertising-promotion manager, RCA Victor Dist. Corp., Chicago (status of color tv); Howard W. Coleman, color sales development manager of WNBQ Chicago (preparation for color television operations); George A. Heinemann, program manager of WRCA-TV New York (special problems of WRCA-TV operation), and Betty Ross West, supervisor of public affairs and education, WNBQ and WMAQ Chicago (the implication of color for educational television).

White Heads Microwave Study

COL. EDWIN L. WHITE, on leave from Microwave Services and former chief of the FCC's Special Radio Services Bureau, has joined Radio-Electronics-Tv Mfrs. Assn. for a two-month microwave assignment. Col. White will direct a program designed to show the importance of FCC's April 1 hearing on frequency needs of the fast-growing microwave industry (above 890 mc). FCC has announced the hearing is designed to review all allocations above 890 mc to decide if changes in allocations for fixed and mobile services are necessary. This is the first step in an overall study of allocations in the upper spectrum.

Press Club Elects Cosgrove, Rash

TWO men active in the broadcasting field are among newly-elected officials of the National Press Club, Washington.

They are John P. Cosgrove, circulation manager of B•T, who was elected a fortnight ago to a three-year term on the club's board of governors, and Bryson Rash, of NBC Washington, who was named financial secretary.

Ben J. Grant, assistant executive editor of *U. S. News & World Report,* was elected president; John V. Horner, the Washington *Evening Star* [WMAL-FM-TV], vice president, and William O. Varn, Associated Press, treasurer.

TRADE ASSOCIATION PEOPLE

Ron Manders, sales promotion-merchandising director, KFI Los Angeles, has joined station service department of Radio Advertising Bureau.

Joseph Warren Barker, board chairman-president, Research Corp., elected president of Engineers Joint Council, N. Y., succeeding Dr. Thomas H. Chilton of E. I. DuPont de Nemours. **Fischer S. Black,** publisher-editor of *Electrical World,* elected vice president.

Alvin Dorian, former field consultant for Executive Development Plans, named managing director of Western States Advertising Agencies Assn.

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings

DEMAND FOR RADIOS RISES, SAYS RETMA

- **Factory shipments up in '56**
- **Tv set deliveries decrease**

A RISING demand for home and portable radios and clock-radios has been indicated by Radio-Electronics-Tv Mfrs. Assn., judging by factory shipments to dealers during the first 10 months of 1956. Tv shipments were down a little, RETMA indicated in a series of summaries showing October production, factory shipments and dealer sales for both radio and tv sets.

Shipments of radio sets from factories to dealers totaled 6,067,816 units in the first 10 months of 1956 compared to 4,954,277 in the same 1955 period, according to RETMA. Radio shipment data do not include auto sets, which do not move through retail channels. October radio shipments totaled 751,795 sets compared to 835,025 in September (five-week statistical month) and 757,196 in October 1955.

Tv shipments to dealers totaled 5,433,750 sets in the first 10 months of 1956 compared to 5,987,044 in the same 1955 period. October tv shipments totaled 843,508 sets compared to 829,126 in September and 812,312 in October 1955.

Shipments of radio sets to dealers by states during the first 10 months of 1956 follow:

State	Total	State	Total
Alabama	70,310	Nebraska	35,965
Arizona	33,428	Nevada	8,382
Arkansas	33,005	New Hampshire	20,790
California	636,022	New Jersey	233,815
Colorado	45,003	New Mexico	19,112
Connecticut	93,844	New York	970,509
Delaware	11,677	North Carolina	92,995
Dist. of Columbia	54,389	North Dakota	13,260
Florida	117,832	Ohio	357,789
Georgia	97,044	Oklahoma	49,777
Idaho	13,365	Oregon	49,578
Illinois	465,429	Pennsylvania	454,642
Indiana	105,192	Rhode Island	36,410
Iowa	58,985	South Carolina	37,688
Kansas	45,469	South Dakota	13,207
Kentucky	77,694	Tennessee	75,611
Louisiana	83,751	Texas	256,108
Maine	32,333	Utah	20,501
Maryland	112,217	Vermont	12,834
Massachusetts	240,979	Virginia	95,663
Michigan	267,277	Washington	88,297
Minnesota	83,989	West Virginia	40,561
Mississippi	35,743	Wisconsin	112,571
Missouri	132,540	Wyoming	7,161
Montana	17,073	**Grand Total**	**6,067,816**

Shipments of tv sets to dealers by states during the first 10 months of 1956 follow:

State	Total	State	Total
Alabama	83,641	New Hampshire	17,206
Arizona	36,909	New Jersey	183,675
Arkansas	54,612	New Mexico	19,165
California	509,478	New York	603,041
Colorado	44,652	North Carolina	118,570
Connecticut	87,420	North Dakota	19,775
Delaware	14,474	Ohio	299,135
Dist. of Columbia	48,814	Oklahoma	73,415
Florida	178,331	Oregon	62,402
Georgia	116,570	Pennsylvania	377,120
Idaho	21,165	Rhode Island	28,524
Illinois	301,469	South Carolina	50,939
Indiana	138,420	South Dakota	20,311
Iowa	63,772	Tennessee	97,392
Kansas	62,141	Texas	285,731
Kentucky	88,691	Utah	21,168
Louisiana	99,492	Vermont	13,483
Maine	31,534	Virginia	99,416
Maryland	75,306	Washington	86,239
Massachusetts	161,112	West Virginia	61,684
Michigan	220,283	Wisconsin	101,687
Minnesota	82,473	Wyoming	6,077
Mississippi	49,521	**U. S. Total**	**5,421,036**
Missouri	129,186	Alaska	2,943
Montana	19,420	Hawaii	9,771
Nebraska	45,578		
Nevada	10,417	**Grand Total**	**5,433,750**

Radio production by factories in October totaled 1,348,864 sets, compared to 1,319,189 in September and 1,500,206 in October 1955, according to RETMA. For the 10 months, 10,884,760 radio sets were manufactured, compared to 11,346,176 in the same 1955 period, with the decline in auto sets.

Production of tv sets totaled 820,781 in October, compared to 894,211 in September and 759,735 in October 1955. The 10-month tv output totaled 6,080,052 sets, compared to 6,520,241 in the same 1955 period. Of October tv sets, 131,243 had uhf tuning facilities and 985 had tuners for the fm radio band.

Retail sales of radios totaled 585,666 sets in October (not including auto sets), compared to 756,345 in September and 724,305 in October 1955. Radio sales for the 10-months totaled 5,990,718 sets, compared to 4,666,981 in the same 1955 period.

Retail tv sales totaled 683,573 sets in October, 763,908 in September and 746,274 in October 1955. Tv sales totaled 5,287,199 sets for the 10 months, compared to 5,896,251 in the same 1955 period.

Output of auto radios totaled 3,607,911 in first 10 months of 1956, compared to 5,631,474 in the same 1955 period.

Following are radio and tv set production figures for October and the first 10 months of 1956:

	Television	Automobile Radio	Total Radio
Jan.	558,347	519,648	1,078,624
Feb.	576,282	437,611	1,093,506
Mar. (5 wks.)	680,003	478,272	1,360,113
April	549,632	299,253	992,982
May	467,913	282,611	1,060,165
June (5 wks.)	553,025	296,256	1,073,775
July	336,931	198,565	566,697
Aug.	612,927	198,087	990,845
Sept. (5 wks.)	894,211	349,790	1,319,189
Oct.	820,781	547,818	1,348,864
TOTAL	6,080,052	3,607,911	10,884,760

D-I to Replace WMT-TV Tower

DRESSER-IDECO Co., Columbus, Ohio, has been awarded the contract to replace the WMT-TV Cedar Rapids, Iowa, tower which blew down during the final stages of construction [B•T, Dec. 17]. Steel shipments will start in March and erection of the 1,356 ft. tower is expected to take two months.

MERRY CHRISTMAS
Robbie Robinson

"Thank goodness it's only you, Pop. KRIZ Phoenix said we could expect Santa about this time."

RCA's New Triple-Track Tape Said to Add Sound Dimension

PLAYBACK of the first triple-track tape recording ever made for RCA Victor by a symphony orchestra was demonstrated by that company's engineers in Chicago last Thursday.

Tapes are not being made available commercially at present, but are used by engineers as a tool for combining the three tracks of the master and producing a dual-track stereophonic tape. At the same time RCA Victor signed a new, long-term recording contract with Dr. Fritz Reiner, conductor of the Chicago Symphony Orchestra, the first ever to record on dual-track tape for the company.

RCA Victor executives claimed the technique adds another dimension to recorded sound and will enhance high fidelity recordings. It is limited now to studio use.

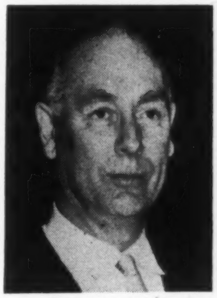
Among RCA executives present for the demonstration were L. W. Kanaga, vice president-general manager of RCA Victor Record Div.; Howard Letts, vice president-operations manager; George Merek, vice president-manager of the Album Div., and William Miltenburg, chief engineer-manager of recording.

Mr. Miltenburg said the three sound tracks "can also be combined into one musically-balanced binaural tape from which RCA long-playing records are processed." When triple track is used at a recording session, three microphones are utilized with separate sound systems. Left and right systems cover the orchestra, while the third picks up the soloist. RCA Victor recorded all sessions on monoral tape three years ago and then introduced dual-track stereophonic tape, which is used for actual recording and being marketed commercially.

Mr. Kanaga predicted volume of the record industry would reach $300 million this year and cited as contributing factors (1) the teen-age market, (2) increased awareness of music, (3) public's change of attitude toward music and (4) new dealer display techniques.

Williams Heads Century Dept.

CENTURY LIGHTING Inc., New York, has announced the formation of the Color Lighting Dept. with Rollo G. Williams as its manager.



MR. WILLIAMS

Mr. Williams has 25 years experience in color, stage and architectural lighting and twice has won lighting contest awards. In addition, he is the author of two technical books and has lectured extensively to technical groups both in the U. S. and abroad.

The new department will service architectural, theatrical, motion picture and television lighting and will conduct research and development in light sources, color media, color quality and color control.

New Tv Monitor Introduced

A NEW tv transmitter monitor described as providing "many operational tests that will speed and improve adjustment and maintenance in both aural and transmitter circuits" was announced last week by General Radio Co., Cambridge, Mass.

Tv visual transmitter and intercarrier frequencies can be monitored with the instrument, which has been labeled Type 1184-A. In addition, a complete intercarrier sound-detection system has been included.

MANUFACTURING PEOPLE

Major Gen. Samuel R. Brentnall, U. S. Air Force, retired, and formerly assistant chief of staff for guided missiles, appointed vice president-assistant general manager for military products division of Motorola Inc.

Irvine D. Daniels, plant manager, General Electric Co., Owensboro, Ky., named general manager of GE's tube department in Owensboro. **Nathan J. Cornfeld,** patent attorney for company, appointed patent counsel for GE's electronic components division in Syracuse, N. Y.

Harry R. Clark, vice president of Linear Equipment Labs, Copiague, N. Y., to Westbury Electronics Inc., Westbury, N. Y., as assistant to president and general sales manager.

James P. Quam, 76, board chairman of Quam-Nichols Co., Chicago, died in Venice, Fla., Dec. 15.

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Carolyn Sholdar Associates
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KTVW
CHANNEL 13
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J. Elroy McCaw, Owner
William Veneman, General Manager

Ad Council Awards Go to 17 Agencies

SEVENTEEN advertising agencies, 15 volunteer coordinators and 16 public service campaigns placed through The Advertising Council were cited last Thursday by the council at its annual awards luncheon in New York. The campaigns ranged from the old (U. S. Savings Bonds, requiring eight agencies) to the new (Hungarian Emergency Relief), and five of the 17 agencies were honored for two or more campaigns each. Those cited, as announced by the Ad Council's board chairman, and Young & Rubicam executive vice president, Louis N. Brockway, included:

Young & Rubicam, New York, through William A. Hart of the Advertising Research Foundation, for ACTION.

Compton Adv., New York, through F. G. Jewett of the American Can Co., for Armed Forces Manpower Recruiting Drive; also for its share in the U. S. Savings Bonds drive, coordinated by Robert R. Mathews of American Express Co.

Benton & Bowles, New York, through Felix W. Coste of the Coca-Cola Co., for Better Schools campaign.

BBDO, New York, through A. R. Stevens of American Tobacco Co., for CARE as well as the United Community Fund appeal.

J. Walter Thompson, New York, through Allan Brown of the Bakelite Co. Union Carbide & Carbon Co., for Crusade for Freedom drive; also for Religion in American Life, through Robert W. Boggs of Union Carbide & Carbon Co., and Savings Bonds, again through American Express' Mathews.

Foote, Cone & Belding, Los Angeles, through Russell Z. Eller of Sunkist Growers, for Forest Fire Prevention campaign, also for the Savings Bonds drive.

Ruthrauff & Ryan, New York, through Hayes Dever of Capital Airlines, for the Ground Observers Corp. recruiting campaign.

N. W. Ayer & Son, Philadelphia, through Kenneth G. Patrick of General Electric Co., for the Higher Education drive.

Ted Bates & Co., New York, through A. R. Stevens of American Tobacco Co., for its Hungarian Emergency Relief project.

Sullivan, Stauffer, Colwell & Bayles, New York, through James A. Barnett of Rexall Drug Co., for American Red Cross fund raising.

Leo Burnett Co., Chicago, through Leslie R. Shope of Equitable Life Assurance Co. for the Register & Vote campaign of 1956.

Bryan Houston, New York, through Paleen Flagler of J. P. Stevens & Co., for Religious Overseas Aid drive.

Campbell-Ewald Co., New York, through H. T. Rowe of IBM Corp., for the Stop Accidents campaign; also for C-E's share in the Savings Bonds drive.

Others cited for the Savings Bonds drive were McCann-Erickson, Schwab & Beatty, G. M. Basford Co. (all New York) and Jack R. Scott, Chicago.

CBS' Murrow Double Winner In Seventh 'Look' Tv Awards

CBS' Edward R. Murrow was a double award winner among the 16 honored programs in *Look* magazine's seventh annual tv awards, printed in the magazine's Jan. 8 issue on the news stands today (Monday). The balloting, taken of programs telecast between Nov. 1 of last year and Oct. 31, 1956, was by 1,500 newspaper tv critics and editors.

Mr. Murrow was cited for his *See it Now*, voted the best public affairs series of 1956, while his *Person to Person* ranked as the best novelty series of the year. The Ford Foundation's *Omnibus* was picked for the fourth consecutive year as the best educational series, while Bishop Fulton J. Sheen's *Life is Worth Living* also was rated a fourth-time nod as the best religious series.

Both *Omnibus* and *Life* are now ABC-TV programs (*Omnibus* was on CBS-TV last season). Other repeats from 1955 were ABC-TV's *Disneyland*, voted as the best children's series; the revival of NBC-TV's spectacular *Peter Pan* was scored as the best musical show, and CBS-TV's *Ed Sullivan Show* was cited as the best variety series.

Other winners in broadly-defined categories—best quiz or panel series: Garry Moore's *I've Got a Secret* (CBS-TV); best half-hour dramatic series: *Alfred Hitchcock Presents* (CBS-TV); best situation comedy: *Phil Silvers Show* (CBS-TV); best straight comedy series: *Caesar's Hour* (NBC-TV); best hour-or-more dramatic series: *Playhouse 90* (CBS-TV); best dramatic show: *Ford Star Jubilee's* tv version of Herman Wouk's *Caine Mutiny Court Martial* (CBS-TV); best musical series: *Perry Como Show* (NBC-TV); best special program: *Project XX* (NBC-TV), and best sport series: *NCAA Football Game of the Week* (NBC-TV).

CBS-TV took eight of the awards, NBC-TV five, and ABC-TV three. In the voting, syndicated film programs were ruled ineligible. The annual awards ceremony will take place next Sunday night on *The Ed Sullivan Show*.

AWARD SHORTS

Mitchell Wolfson, president of WTVJ (TV) Miami, awarded plaque by Miami Dade Chamber of Commerce for "exceptional public service" in helping to found Dade County Citizens Safety Council.

Harry C. Butcher, owner-manager of KIST Santa Barbara, Calif., honored by *L'Italo-Americano* newspaper for his help in "bettering Italian-American relations" and for his book *My Three Years with Eisenhower*, which has been translated into Italian. Station was honored for its *Free Speech* program and its Italian-American classical music program, *Italian Musicale*.

Daniel F. Sullivan Inc. Adv., Boston, cited by 20th Century Fox Film Corp. "in recognition of a most outstanding example of a commercial tie-in campaign with a major film production."

CBS-TV's *Playhouse 90* series has been awarded Distinguished Service Citation by U. S. Reserve Officers Assn. for its production of "Forbidden Area," which dealt with Soviet sabotage of U. S. security.

Don McNeill, emcee of ABC Radio's *Breakfast Club*, presented with scroll from Don Durgin, vice president in charge of network, citing him as "America's top radio salesman" at National Salesman's Day ceremonies on *Club* Dec. 13.

Mitch Miller, director of artists and repertoire, Columbia Records Inc., recording subsidiary of CBS Inc., elected "Man of the Year" by Cigar Institute of America.

Aaron Lippman, board chairman emeritus of National Electronics Distributors Assn., honored with testimonial dinner by manufacturers, distributors and sales representatives in New York.

Sammy Davis Jr. named "Entertainer of the Year" and presented with award by Robert J. Burton, BMI vice president and president of Radio and Television Executives Society at RTES' annual Christmas party held Dec. 14 at Hotel Roosevelt, N. Y.

WTTM Trenton, N. J., presented annual "good listening" award by state Education Assn. for its *School Scoops* program during American Education Week.

WOR-TV New York last week was cited by Cooperative for American Remittances to Everywhere Inc. (CARE) for placing five-minute CARE film starring Cab Calloway and Eddie Cantor in each of 16 showings of its *Million Dollar Movie* during Thanksgiving Week.

KNX Hollywood cited by County Conference on Community Relations for "outstanding contribution to public understanding of the minority problem" with its *Minority Report* series.

Make More Money
With Standard Shorty Tunes

Playing time only half as long as usual phono record. Allows you extra time for extra spots. Ups your program profit. Send for one month trial of 20 tunes for only $8.50.

STANDARD
RADIO TRANSCRIPTION SERVICES, INC.
360 N. Michigan Ave., Chicago 1, Ill.

Also send for details on the new Lawrence Welk Library Package

Meagher, Bergmann Head Groups for Heart Fund Drive

RADIO and television committees to mobilize network and local station support of the 1957 Heart Fund campaign were announced last week by Sylvester L. Weaver Jr., former NBC board chairman and chairman of the public relations committee of the Heart Fund. The campaign will be conducted throughout February.

John F. Meagher, vice president of NARTB, is chairman of the radio committee. Other members of the radio group include Ray Diaz, national director, ABC Radio; James E. Hanna, vice president, N. W. Ayer & Son; Arthur Hull Hayes, president, CBS Radio; Lansing Lindquist, vice president, McCann-Erickson; John MacVane, president, Assn. of Radio News Analysts; Edythe Fern Melrose, president, American Women in Radio & Television; Robert P. Mountain, vice president, Young & Rubicam; John B. Poor, president, MBS; John K. West, vice president, NBC (Hollywood), and Sidney J. Wolf, president, Keystone Broadcasting System.

Ted Bergmann, vice president, McCann-Erickson, heads the television committee. It consists of James S. Bealle, vice president, Kenyon & Eckhardt; James C. Douglass, vice president, Ted Bates & Co.; John Hoagland, radio-tv programming, BBDO; Nicholas E. Keesely, senior vice president in charge of radio and television, Lennen & Newell; Myron P. Kirk, senior vice president, Kudner Adv.; Robert F. Lewine, vice president, NBC; Thomas A. McAvity, executive vice president, NBC; Hubbell Robinson Jr., executive vice president, CBS; Dan Seymour, vice president, J. Walter Thompson Co.; L. T. Steele, vice president, Benton & Bowles; Oliver Treyz, vice president, ABC.

MBS Boosts Highway News Plan

MUTUAL has sent questionnaires to network affiliates to obtain reactions to a MBS proposal that stations broadcast information on road conditions and highway traffic on "a more realistic basis." The network's move came after a spokesman told a session of the governors' conference committee on highway safety that stations should not limit their reports to areas within their immediate vicinity, but should extend coverage to at least three-hours' travel distance from the station's location in view of improved highway facilities and consequent speedy travel.

Five Bring in $1,000

FIVE radio stations in Wichita, Kan., took pledges for nearly $1,000 in the Salvation Army's "Tree of Lights" drive. Disc jockeys joined forces for a three-hour show carried simultaneously by KFBI, KAKE, KANS, KFH and KWBB.

Don't—But If You Do . . .

THE STAFF of KRUX Phoenix is backing up its plea for holiday traffic sanity with blood donations. Five KRUX staffers have given blood to the Red Cross for the first five persons in the area injured seriously enough to need it.

SLENDERELLA'S GIFT

RADIO spot time, said to be worth $35,000, has been "donated" to the National Tuberculosis Assn. by Larry Mack, president of Slenderella International, world-wide chain of figure proportioning salons.

In a letter sent to personalities and salesmen employed by the nearly 250 radio stations used by Slenderella, the chain's ageny, Management Assoc. of Connecticut, stated that all Slenderella radio time until Dec. 22 was to be turned over to the tuberculosis organization for its 50th annual Christmas Seal drive. Also sent were suggested one-minute announcements to be used in place of the Slenderella commercial. According to agency President Suzanne Wells, Slenderella's commercial time on CBS Radio also was given to the National Tuberculosis Assn. Slenderella indicated that the only sponsor identification was to be use of its theme music.

Veterans Group Launches Drive

VETERANS Hospital Radio Guild, a nonprofit volunteer organization dedicated to aid the Veterans Administration in its long-range therapeutic rehabilitation program, has launched its 1956-57 fund-raising program. The VHRG, composed of over 300 radio-tv-theatrical people, will accept donations in care of its office at 353 W. 57th St., New York 19.

WSNJ Gives Clients CARE Gifts

ACCORDING to CARE, N. Y., WSNJ Bridgeton, N. J., is one of the first radio stations to use CARE's gift-giving Christmas plan. The station has ordered CARE "Food Crusade" packages sent abroad in the name of 300 clients and others on its gift list.

WAAB's 'Day of Recollection'

WAAB Worcester, Mass., presented a full "day of recollection" for shut-ins on Dec. 1. Pickups from Catholic Bishop John J. Wright's private chapel were spotted through the morning and afternoon and consisted of devotional exercises and meditations.

Political Science Assn. Offers Fellowship for Capital Study

APPLICATIONS are now being accepted by the American Political Science Assn. for fellowships to work a nine-month period in Congress. Radio and television men between the ages 25-32 are eligible, according to Ken Hechler, associate director of the association.

Entries must be submitted prior to Feb. 15. Those accepted will receive approximately $4,500 for the nine months (Nov. 18, 1957-Aug. 18, 1958). Mr. Hechler said that in past years most of the awards have gone to newspapermen because of the lack of radio-tv applicants.

Further information can be obtained by writing the American Political Science Assn., 1726 Massachusetts Ave., N. W., Washington 6, D. C.

NAEB Grants to 5 Universities

APPLICATIONS from Syracuse (New York), Ohio, Purdue (Indiana) and Brigham Young (Utah) universities have been accepted as recipients of money grants from the National Assn. of Educational Broadcasters for research in educational broadcasting, Dr. Harry Skornia, NAEB executive director, announced Dec. 15. Grants range up to $300 for incidentals and were financed through a W. K. Kellogg Foundation grant to the association.

Storer Equipment to WTVS (TV)

STORER BROADCASTING Co. has donated broadcast equipment valued in excess of $43,000 to educational WTVS (TV) Detroit. The equipment includes film chains, audio-video control panel, power supplies, monitors, equipment racks, projectors, amplifiers and relays. Storer operates WJBK-AM-TV Detroit in addition to other radio-tv properties.

EDUCATION PEOPLE

Boyd W. Fellows, radio-tv director, Loyola U. of Chicago, to producer-director of WTTW (TV), educational station in Chicago.

Dr. Glenn T. Seaborg, professor of chemistry and chemical engineering, U. of Calif., Berkeley, appointed senior advisor in sciences for Educational Television & Radio Center, Ann Arbor, Mich.

GATES
HI-WATTER
SERIES
MORE WATTS PER DOLLAR INVESTMENT

GATES RADIO COMPANY, QUINCY, ILLINOIS, U.S.A.
OFFICES IN
NEW YORK, WASHINGTON, ATLANTA, HOUSTON, and LOS ANGELES

Late Jan. Start Set For Quebec Ch. 5 Tv

CKMI-TV call letters have been assigned the new ch. 5 station in Quebec, Que. It will be an all-English language station and plans to go on the air by the end of January. CKMI-TV will be operated in conjunction with CFCM-TV Quebec, which has been an all-French language station since early autumn. A joint building is planned for the two stations in the near future.

CKMI-TV was licensed for 5.6 kw video and 2.8 kw audio following a recommendation by the board of governors of the Canadian Broadcasting Corp., announced Oct. 29 [B•T, Nov. 5]. This operation makes the licensee, Television de Quebec (Canada) Ltd., the first independent organization to operate two tv stations in one Canadian city and Quebec becomes the third Canadian city to have two stations. The other Canadian cities with two tv stations (owned by the CBC) are Montreal and Ottawa.

Suit Against Commercial Video To Begin in Germany on Jan. 8

A LEGAL SUIT against Bavarian Radio filed by German newspaper publishers against the existing form of television advertising (commercial time segments in programs of existing state-operated monopoly stations) will be discussed Jan. 8, at a session of a local court in Munich.

Latest development in the publishers' legal fight against monopoly in commercial tv is that radio advertising, too, has been included in the suit. Existing German radio stations have been broadcasting small commercial time segments within their otherwise non-commercial programs for many years. Publishers claim that any activity of monopoly stations in the advertising field is illegal.

Half of Radio Free Europe Time Devoted to Refugees' Messages

MORE than half of Radio Free Europe's 20 hours of daily broadcasting to Hungary is devoted to relaying personal messages from refugees safe in the West to their families remaining behind, it was reported Thursday. RFE is allocating 10 hours and 20 minutes daily of its regular schedule to beam more than 2,000 personal messages.

Aware of the possibility of Soviet reprisals against the families of those now in the U. S., France, Great Britain, Austria and Germany, individuals are using pre-arranged code names and the messages, instead of being pinpointed to exact locations, are being directed at counties or general localities.

More than 400 messages a day alone are being recorded by a team of reporters and engineers from RFE's Hungarian desk in New York direct from the U. S. refugee processing center at Camp Kilmer, New Brunswick, N. J. The remaining number of messages are being recorded by RFE's 14 news bureaus scattered throughout Europe, processed, and relayed to RFE's principal plant in Munich for rebroadcast.

BEDTIME HIATUS ENDS

BEDTIME HIATUS, a unique feature of British television, is defended by BBC as a valuable aid to the harassed mother in getting her young video lovers away from the set and into their beds, and is assailed by Independent Television Authority, operator of the English commercial stations, as a means of losing too many adult viewers for the evening. However, it will come to an end Feb. 16, 1957, British Postmaster-General Dr. Charles Hill, has announced. The 6-7 p.m. break in the English tv day has not succeeded in getting the kiddies to bed on time, according to a recent Nielsen survey, which found youngsters by the thousands up and watching as late as 10 p.m.

Canada Radio Set Sales Rise In First Ten Months of '56

RADIO receiver sales continue to increase in Canada while television set sales are down, according to figures of the Radio-Electronics-Television Manufacturers Assn. of Canada for the first ten months of 1956. In the January-October period 433,620 radio sets were shipped to dealers by the various manufacturers as compared to 395,880 sets in the same period of 1955. Television sets shipped in the first ten months of 1956 amounted to 498,340, as compared with 575,639 in the 1955 period.

Radio set sales included 274,118 home receivers, 36,341 portable sets, 93,043 automobile sets, and 30,118 combination receivers of various types. Sales were up in all classifications except automobile sets which were down from 115,631 in the 1955 period.

Largest tv sets sales were in Ontario (118,128 sets) with Quebec province next (143,802 sets).

Parliament Lifts Restriction Against Radio, Tv Discussions

AN ENGLISH rule which forbids the discussion on radio and tv within 14 days of any topic being debated in Parliament was suspended last week for a six-month experimental period. Prime Minister Anthony Eden announced the suspension in the House of Commons.

Members of the leading parties, the British Broadcasting Co. and Independent Television Authority (which operates Britain's commercial tv) praised the ending of the restriction. A recent BBC broadcast was faded out when a speaker touched on the Suez dispute.

Finland Begins Television Tests

FINNISH Broadcasting Service has started television test transmissions. About 300 tv sets are now in operation in Helsinki. Proposed tv service is likely to be noncommercial.

British Movie Producer Plans Promotion of Features on Tv

WARWICK Film Productions Ltd., London, has announced plans to use television on a world-wide scale to publicize its new feature film productions.

Warwick intends to produce tv films, ranging from four to 30 minutes, based on its new feature productions. Sound tracks for the telefilms will be voiced in English, German, French, Italian and Spanish and these films will be offered for free time on television, according to a spokesman for Warwick. The move, he added, makes Warwick the first motion picture company in Great Britain to set up a special tv department. Film clips are being produced from Warwick features including such stars as Anita Ekberg, Victor Mature, Michael Wilding, Rita Hayworth and Robert Mitchum.

BBM Study Heavily Subscribed

ABOUT 80% of all radio stations in Canada and most television stations have signed up with the Bureau of Broadcast Measurement for its new twice-yearly time period audience survey, BBM Secretary Charles Follet has announced at the Toronto headquarters. About 130 radio stations and 26 out of the 28 independent tv stations as well as three United States border tv stations, have signed as subscribers to the new survey method [B•T, Oct. 8]. Agencies and advertisers are also signing for the service. The first report, with urban and rural coverage of radio and tv stations, will be out early in January, based on a survey made this fall. Survey for release next summer will be made in the spring.

INTERNATIONAL SHORTS

McCann-Erickson of Canada Ltd., Toronto, Ont., has opened office in Vancouver, B. C., on 16th floor of Hotel Vancouver, with **William Ellis** as manager.

Noxzema Chemical Co. of Canada Ltd., Toronto, Ont., appoints Young & Rubicam Ltd., Toronto.

KLM Royal Dutch Airlines, Montreal, Que., appoints MacLaren Adv. Co. Ltd., same city, effective Jan. 1.

Canadian Assn. of Radio & Tv Broadcasters accepting nominations for members in its Quarter Century Club. Nominations are being handled by Jack Beardall, CFCO Chatham, Ont., chairman of the Quarter Century Club committee.

INTERNATIONAL PEOPLE

George W. Leech, formerly of Canadian Broadcasting Corp., Toronto, to radio-tv department of Young & Rubicam Ltd., Toronto, as commercial tv producer.

Jack Sayers, CFUN Vancouver, B. C.; **Clare Copeland,** CKWX Vancouver, and **Bill Surplis,** CKNW New Westminster, B. C., elected executives of Ad & Sales Bureau, Vancouver Board of Trade.

WAKE's Wake-to-Music Keeps Atlanta Awake

WAKE Atlanta is winding up a two-month promotion based on the Wake-to-Music campaign started in November. The results, according to General Manager Morton J. Wagner, include the sale of large quantities of clock radios to the public and highly profitable announcements to sponsors.

The original Wake-to-Music promotion was presented to broadcasters during the NARTB regional meetings last fall, with General Electric Co. pushing the drive as a means of arousing interest in clock radios of all makes. Most of these sets use time apparatus made by GE's Telechron unit.

Though the basic GE plan was set for the month of November, WAKE took advantage of the call-letter coincidence to stage a promotion that continued right up to Christmas. As a result, Mr. Wagner reported, GE and N. W. Ayer & Son plan to use the WAKE story as a case history in preparing a 1957 campaign.

And, of course, WAKE has adopted a new and permanent slogan—"WAKE to Music." The station belongs to the Bartell Group.

In November, WAKE carried almost 3,000 Wake-to-Music sales messages, sponsored by Yancey Co., southeast distributor for RCA, and participating dealers. "A completely successful promotion," according to the Yancey firm.

MR. WAGNER and B. Earle Yancey Jr., Atlanta RCA distributor, congratulate each other on the success of the Wake-to-Music campaign.

When Mr. Wagner decided to extend the promotion to Christmas, the General Electric distributor, W. D. Alexander Co., bought an extensive schedule for clock radios and clocks. Many participating dealers, impressed by November results, continued their share of the project. Again the announcements ran into the thousands.

Local agencies watched the activity with interest. "One of the most outstanding radio promotions I have witnessed," said Norman Frankel. Harry Siegel, head of Eastburn-Siegel, added, "Everyone in Atlanta knew of Wake-to-Music month—an exceptional sales promotion."

WAKE made good use of an RCA Victor record, "Wake Up to Music," mailing out hundreds of copies of the release and disc tie bars. Among promotion stunts were these:

Kickoff breakfast for 50 RCA Victor dealers; telegrams to all participating dealers; window and in-store displays; cards on buses; spectacular billboards; daily drop-in ads in Atlanta newspapers; tongue-in-cheek letters to all Atlanta radio station managers; window signs for participating dealers; WAKE overlays on national promotional material; tie-in with luck drivers license number promotion, including award of Plymouth auto; presentation of RCA Victor release by disc jockeys garbed in red nightshirts and stocking caps; special postmark on all mailings; donation of dozens of GE clocks to agency people and advertisers; selection of Dinah Shore and Julius LaRosa as Miss and Mr. Wake to Music, with personalized recordings.

WSUN-TV to Make Vacation Film For Canadian Broadcasting Corp.

WSUN-TV St. Petersburg, Fla., will produce a special film for the Canadian Broadcasting Corp. showing vacationing Canadians in Florida, it was announced a fortnight ago. The film will be shown Christmas Eve on stations throughout Canada as part of a CBS program showing how the holiday season is being spent by Canadians throughout the world.

A special WSUN-TV motion picture crew, under direction of Production Manager Chad Mason, went on location last Monday in the St. Petersburg area. WSUN-TV news director is serving as narrator.

WSUN-TV also has contracted to make another film for CBC early next year.

WEMP Holds Housewarming

LOCAL agency-client representatives and civic leaders were honored by executives of WEMP Milwaukee at a housewarming for its new offices and studios in the city's Equitable Bldg., on Dec. 7. A. M. Spheeris, president, and Hugh K. Boice Jr., vice president-general manager of Milwaukee Broadcasting Co., were hosts to some 450 guests in the building at 1701 W. Wisconsin Ave. Designed to showcase WEMP's offices and recording studios, the event included tour of facilities and reception. Station moved into new quarters last March 31. It operates with 5 kw on 1250 kc, maintaining transmitter and tower in Hales County, about 10 miles outside Milwaukee.

WNYC to Pickup CBC Programs

WNYC New York has entered into an arrangement with the Canadian Broadcasting Corp. under which the station will pick up the CBC Wednesday night schedule of serious music and dramatic programming, running approximately from 8-11 p.m. The station will present the schedule live each Wednesday, picking up the programming from Montreal, Toronto, Quebec City, Ottawa and other originating Canadian cities.

ABC Plans 1956 News Roundup

ABC has announced that it will give a resume of 1956 news developments in two separate programs Dec. 30. Both *Newsyear-1956* programs will be seen and heard within the span of three hours, ABC-TV's version from 5:30-6 p.m., and ABC Radio's from 7:05-8 p.m. The two programs will be produced by ABC's News and Public Affairs Dept. in cooperation with the editorial staff of *Newsweek* magazine. The publication earlier this year was allied in the network's pre-convention and campaign roundup. John Daly, ABC vice president of news and public affairs, will handle the commentary on the tv program.

WTAO to Feature 'Favorite 50'

WTAO Boston will begin a new programming format Dec. 29 featuring the "Favorite 50" records as selected by the station's listeners. The new sign-on to sign-off format will lean heavily on the personalities of WTAO's five disc jockeys and will offer news every hour.

WCAU-TV Live Colorcast Jan. 1

WCAU-TV Philadelphia will begin live colorcasting Jan. 1, according to Charles Vanda, vice president in charge of tv for the station. The first show chosen for local colorcast by the station is Philadelphia's annual Mummers' Parade on New Year's Day.

BMI

"The American Story"

"The American Story" is another important BMI Program Series which includes features such as The Book Parade and other continuities.

THE AMERICAN STORY
is published in book form
by
CHANNEL PRESS
it has already been named a
BOOK-OF-THE-MONTH
CLUB DIVIDEND
for January, 1957

If "THE AMERICAN STORY" is not yet on your program schedule, we invite you to take another look. We'll be happy to send you the scripts.

BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

Mogul Co. Holds Annual Contest

EMIL MOGUL CO., N. Y., is conducting its second annual disc jockey contest, Dec. 17-31, on behalf of its Manischewitz Kosher Wines account. Prizes will be awarded to the disc jockey or station announcer making the most effective presentation of the commercials for Manischewitz. Final judging of the tapes will be conducted in January by a panel of trade press editors.

KSVP Does It Up 'Brown'

AS PART of the celebration for its 10th anniversary, KSVP Artesia, N. M., arranged to have comedian Joe E. Brown spend a day at the station. KSVP cancelled regular programming to make room for shows involving conversations ad libbed by Mr. Brown and station manager, Dave Button. The special appearances started at 6:45 a.m. and continued until 11 when the station signs off.

Distributes Miniature Phonographs

WWJ Detroit has distributed hand-operated phonographs and promotion records to timebuyers which give an account of the station's new transmitter and hi fi system. The other side of the record carries a "special message for children on how to handle parents." The phonograph can be played by using a souvenir pencil, also enclosed, for spinning the turntable.

WGR-TV
CHANNEL
2
BUFFALO

Western New

York's

Favorite Twosome

WGR-TV
BUFFALO

National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

WCHS-TV MAKES ITS OWN NEWS

ONE of the easiest ways for a station to get publicity is to make news that other media will be willing to report, and one of the best ways to make news is to have a "press conference" type show. People not only want to know what their public figures say; they like also to see or hear them say it.

In Charleston, W. Va., the *WCHS-TV Press Conference*, which made its debut last January, has borne out these beliefs, according to Harry M. Brawley, the station's director of public affairs, who serves as producer-moderator of the show.

Guests on the program, also broadcast on WCHS-AM, have been the governor of the state, president of the senate, other state government figures, and when election time came around, candidates in the state primary and finally candidates for U. S. senator, representative in three districts, and for governor.

News-making *Press Conferences* included the Nov. 26 show in which House of Delegates Speaker W. E. Flannery called for a pre-session organization caucus by both parties in order to save time for the regular session, also reporting that the new Democratic legislature would work out its own program and not wait for the new Republican governor to suggest one. The story was given wide play by both the West Virginia Associated Press and United Press with the WCHS show receiving prominent mention.

Another *Press Conference* program that ended up on the front pages was one in which Democratic Gov. William C. Marland, a candidate for the U. S. Senate, made a remark about the Republicans pressuring postal employes to raise campaign funds. This story not only hit the newspapers with a bang, it also resulted in the governor being summoned before a federal grand jury to explain his remark.

The program is unsponsored, according to Mr. Brawley, because "we feel that it is a public service the station is glad to render, and we do not want any prospective guest to feel he shouldn't appear on the program and talk freely because of its being sponsored." *Press Conference* began as a 15-minute series in January and continued this length through March. In July, a half-hour series began and continued until three weeks before elections. The program was revived Nov. 12, with both successful and defeated candidates among those featured.

Mr. Brawley has these suggestions for stations interested in producing a *Press Conference* type of show:

- Early evening is the best time to schedule it if you want to hit the news wires with good stories.
- Guests must be people the public wants to hear. "Admittedly this sometimes is a problem on the local level. . . . But we do have elections (and important ones, too), meetings of legislatures, new public appointees, resignations, bond issues, school problems, paving assessments, and dozens of others in which people of the area have more than just a passing interest. Guests who can talk on such matters are the 'naturals' for a local press conference."
- Invite a newspaper editor to sit with your own newsmen in asking questions. "If we have a candidate for Congress from a certain district, we ask a newsman from that district. We make no special effort to get a member of the opposite party or of the candidate's own party. Our sole consideration is to get a competent newsman who can ask intelligent questions."

GUEST Cecil Underwood (r), W. Va. governor-elect, answers questions with moderator Harry Brawley.

- Neither try to "bag" the guest nor set him up with "patsy" questions. The purpose of the show is to inform.
- If you have a radio outlet, be sure to simulcast. "After all, millions still listen to the radio, and particularly you will want to hit the large automobile audience that can't see it on tv." A radio delay is desirable, too, so that a larger audience can be reached.
- As to whether the program should be 15 minutes or 30 minutes, there are things to be said for each length. "Sometimes it is better to quit while you're ahead and leave people wanting more."

Mr. Brawley sums it up with:

"For a minimum of effort it offers a maximum of reward. You are rendering a real service to the public, you make a lot of friends among the men and women in public life, and you win listeners for yourself. Need more be said?"

KRIO Arranges Tape Exchange

IN WHAT is described as a "radio adaptation of hometown society coverage," KRIO McAllen, Tex., is conducting a series of interviews with tourists this winter. The station tapes the interviews which are then sent to travelers' hometowns and it has arranged to make time available in the McAllen market to the stations using its tapes.

WLWD (TV) Salutes Airpower

WLWD (TV) Dayton, Ohio, last Monday celebrated the 53d anniversary of powered flight by producing a 30-minute salute to airpower in cooperation with the Wright-Patterson Air Force Base in Dayton. The program, presented as a public service, featured a special pick-up of a flight of 60-70 aircraft flying in formation over the WLWD studios. The plane formation, comprised of USAF and Air National Guard fighter planes, as well as CDA civil aircraft, was directed from a special mobile control tower set up by the station in its parking lot. Viewers also saw an exhibit of technical devices designed to trace the advances made in aviation during the past half century.

MBS Plans Discussion Series

MUTUAL on Dec. 27 will start a new discussion series, *Mr. Ambassador* (Thurs., 9:30-10 p.m. EST), which is being presented in cooperation with the U. S. Council of the International Chamber of Commerce. This series will be produced and conducted by Hardy Burt. Each program will present an ambassador from one of 36 countries and an outstanding business man who will discuss the mutuality of economic interest among the nations in the free world. A panel of interviewers will consist of a Washington correspondent and the U. S. Council's director of public affairs.

WQUA Promotes Its Hi-fi

WQUA Moline, Ill., has been running a series of two-page ads in the local *Moline Daily Dispatch* to promote its hi-fi programming which contain pictures of top recording stars and invite listeners to "Hear your favorites on . . . WQUA Hi Fi Radio . . . 1-2-3 . . . Your Key to High Fidelity."

KASC Goes Underground

BRUCE BALLARD, news director of KASC Tempe, Arizona State College campus station, and Charles Allen, disc jockey, are doing a weekly hour interview-disc jockey show from a sewer located on the campus. They take remote equipment and a portable turntable down in the sewer for the show.

UPCOMING

Jan. 4: Canadian Broadcasting Corp. board of governors meeting, Studio A, CBU Vancouver, B. C.

Jan. 7-10: National Retail Dry Goods Assn., Hotel Statler, New York.

Jan. 16-17: South Carolina Radio & Tv Broadcasters Assn., Hotel Columbia, Columbia.

Jan. 17: Canadian Assn. of Radio & Television Broadcasters Tv Clinic, Boulevard Club, Toronto.

Jan. 18-20: Midwinter conference Advertising Assn. of the West, Miramar Hotel, Santa Barbara, Calif.

Jan. 19-21: Atlanta Chapter, American Women in Radio & Television, Dinkler-Plaza Hotel, Atlanta.

Jan. 23-25: 12th annual Georgia Radio & Television Institute, U. of Georgia, Athens.

Jan. 31: Sports Broadcasters Assn.'s annual dinner, Hotel Roosevelt, New York.

February

Feb. 6-8: NARTB Board, Hollywood Beach Hotel, Hollywood, Fla.

Feb. 15-17: New England Chapter of American Women in Radio & Television, Somerset Hotel Boston.

Station Authorizations, Applications

(As Compiled by B • T)

December 13 through December 19

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—Day. N—night. LS — local sunset. mod. — modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorizations. SSA—special service authorization. STA—special temporary authorization.

Am-Fm Summary through Dec. 19

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,996	2,965	178	340	131
Fm	533	516	46	43	0

FCC Commercial Station Authorizations

As of November 30, 1956 *

	Am	Fm	Tv
Licensed (all on air)	2,954	515	246
Cps on air	33	13	265
Cps not on air	121	22	117
Total authorized	3,108	550	628
Applications in hearing	166	1	122
New station requests	288	7	55
New station bids in hearing	114	0	78
Facilities change requests	156	6	30
Total applications pending	896	79	359
Licenses deleted in November	0	2	0
Cps deleted in November	1	0	1

*** Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.**

Tv Summary through Dec. 19

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	376	91	467[1]
Noncomm. Educational	17	5	22[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	338	319	657[1]
Noncomm. Educational	25	21	46[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,049	337	818	567	1,386[3]
Noncomm. Educ.	63		36	27	63[4]
Total	1,112	337	854	594	1,449[5]

[1] 173 cps (33 vhf, 140 uhf) have been deleted.

[2] One educational uhf has been deleted.

[3] One applicant did not specify channel.

[4] Includes 44 already granted.

[5] Includes 704 already granted.

New Tv Stations . . .

ACTIONS BY FCC

Charlotte, N. C.—Radio Station WSOC Inc. granted vhf ch. 9 (186-192 mc); ERP 316 kw vis., 198.7 kw aur., ant. height above average terrain 1,073, above ground 1,929 ft. Estimated construction cost $575,000, first year operating cost $834,000. P. O. address Box 2536, Charlotte. Trans. location 1.4 mi. SSE of Newell, N. C. Geographic coordinates 35° 15′ 41″ N. Lat., 80° 43′ 38″ W. Long. Trans. and ant. RCA. Legal counsel Segal, Smith & Hennessey. Consulting engineer George C. Davis. Grantee is licensee of **WSOC Charlotte.** Principals are **Earl J. Gluck** (pres.-0.72%); **E. E. Jones** (v. p.-31.5%); **Hunter Marshall** and family (31.5%), **R. S. Morris** (36.4%) and **Larry Walker,** exec. v. p. Announced Dec. 13.

Salt Lake City, Utah—U. of Utah granted vhf ch. 7 (174-180 mc); ERP 22.9 kw vis., 13.8 kw aur.; ant. height above average terrain 2,990 ft., above ground 140 ft. Estimated construction cost $304,000, first year operating cost $40,000, no revenue. Post office address Salt Lake City 12. Studio location U. of Utah. Trans. location Mount Vision. Geographic coordinates 40° 36′ 20″ N. Lat., 112° 09′ 58″ W. Long. Trans. and ant. RCA. Legal counsel E. R. Callister, Salt Lake City. Consulting engineer C. Richard Evans, Salt Lake City. Proposed facility is for non-commercial educational purposes. Announced Dec. 13.

APPLICATIONS

New Bedford, Mass.—Eastern State Bcstg. Corp. vhf ch. 6 (82-88 mc); ERP 100 kw vis., 50 kw aur.; ant. height above average terrain 1,000 ft., above ground 971 ft. Estimated construction cost $582,180, first year operating cost $565,000, revenue $715,000. Post office address 501 County St., New Bedford. Studio location to be determined. Transmitter location 2 mi. SE of Gay Head Coast Guard Station. Geographic coordinates 41° 19′ 54″ N. Lat., 70° 48′ 24″ W. Long. Trans. and ant. RCA. Legal counsel Steadman & Collier, Washington, D. C. Consulting engineer George P. Adair Engineering Co., Washington.

New England Network

Affiliate—250 Watts

$60,000.00

Ideal property for owner-operator, major network, half down—balance over reasonable length of time plus assumption of some liabilities.

Negotiations • Financing • Appraisals

BLACKBURN - HAMILTON COMPANY

RADIO-TV-NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
Jack V. Harvey
Washington Bldg.
Sterling 3-4341-2

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755-6

ATLANTA
Clifford B. Marshall
Healey Bldg.
Jackson 5-1576-7

SAN FRANCISCO
William T. Stubblefield
W. R. Twining
111 Sutter St.
Exbrook 2-5671-2

Principals include **Paul E. Thurlow** (15.55%), retired pres.-⅓ owner, Deauville Hotel Corp., Miami, Fla.; **Paul B. Mowrey** (pres.-4.44%), N. Y. tv consultant; **Charles W. Steadman** (10%), Washington, D. C., attorney; **Bradbury K. Thurlow** (5.55%), N. Y. stockbroker; **William H. Nicholls** (5.55%), Richmond Hill, N. Y., manufacturer; **Joseph Shields** (5.55%), N. Y. stockbroker; **John S. Kroese** (16.66%), N. Y. electrical supply firm. Announced Dec. 18.

Butte, Mont.—Copper Bcstg. Co. vhf ch. 6 (82-88 mc); ERP 66.072 kw vis., 36.025 kw aur.; ant. height above average terrain 100 ft., above ground 300 ft. Estimated construction cost $260,521, first year operating cost $260,000, revenue $264,000. Post office address % George C. Hatch, 146 S. Main St., Salt Lake City. Studio and trans. location Beef Trail Road 3½ mi. S. W. of center of Butte. Geographic coordinates 45° 58′ 30″ N. Lat., 112° 33′ 39″ W. Long. Trans. and ant. RCA. Legal Counsel Haley, Doty & Wollenberg, Washington, D. C. Consulting engineer W. D'Orr Cozzens, Salt Lake City. Principals include Salt Lake City Bcstg. Co. (**KALL Salt Lake City**), 67%, and Ed Cooney, station manager, **KOPR Butte,** 33%. Applicant is licensee of KOPR. Announced Dec. 10.

Youngstown, Ohio—Jet Bcstg. Co., uhf ch. 45 (656-662 mc); ERP 196.36 kw vis., 98.64 kw aur.; ant. height above average terrain 565.5 ft., above ground 641.86 ft. Estimated construction cost $235,000, first year operating cost $388,800, revenue $405,000. P. O. address 18th & Ash, Erie, Pa. Studio location to be determined. Trans. location McCartney Rd. & Blaine Ave., near Campbell, Ohio. Geographic coordinates 41° 05′ 26″ N. Lat., 80° 36′ 56″ W. Long. Trans. and ant. GE. Consulting engineer John H. Mullaney, Washington, D. C. Principals include **Myron Jones** (pres.-63.5%), majority owner-mgr., **WJET Erie, Pa.; WHOT Youngstown, Ohio**, and 32% owner, **WTIV Titusville, Pa.**; and **William Fleckenstein**, (v.p.-36.5%), gen. mgr., WHOT. Announced Dec. 19.

La Grande, Ore.—Robert S. and Donald W. McCaw d/b as Grande Ronde Television Co. vhf ch. 13 (210-216 mc); ERP 15.6 kw vis., 9.36 kw aur.; ant. height above average terrain 1,934 ft., above ground 69 ft. Estimated construction cost $67,300, first year operating cost $60,000, revenue $70,000. Post office address 6533 57th Ave., South Seattle 8, Wash. Studio location corner Adams and Fir. Trans. location Mount Harris. Geographic coordinates 45° 26′ 30″ N. Lat., 117° 53′ 36″ W. Long. Trans. and ant. RCA. Consulting engineer J. B. Hatfield, Seattle. Robert McCaw owns **KWIQ Moses Lake,** ⅓ of **KYAK Yakima** and ⅓, **KALE Richland,** all **Wash.** He is applicant for 100% ownership of **KRSM Yakima, Wash.** Announced Dec. 14.

Bea Johnson, Director of Women's Activities for KMBC-KFRM and one of the best-known woman broadcasters in America. Her "Happy Home" is a "must" with both housewives and advertisers.

LISTEN the New Sound of

KMBC-KFRM

The big news in Kansas City radio is the New Sound on KMBC-KFRM! By completely overhauling old programming concepts, KMBC-KFRM have introduced a new type of radio service that's tailored to today's audience demands. New variety, new personalities, new formats, new impact —they're all woven into every hour of every broadcast day. This inspired local programming, combined with the best from the ABC Network, produces radio that sells as it serves! Your Peters, Griffin, Woodward, Inc. Colonel can tune you in on the New Selling Sound of KMBC-KFRM.

KMBC *of Kansas City*
KFRM *for the State of Kansas*
1st *in the Heart of America*

APPLICATIONS AMENDED

La Salle, Ill.—Application of **West Central Bcstg. Co.** seeking new tv amended to change ERP to 14.3 kw vis., 7.15 kw aur., change trans. location to 1.7 mi. NE of trans. and ant. system, change ant. height above average terrain to 437 ft. and make other equipment changes. Announced Dec. 13.

White Heath, Ill.—Application of **Plains Television Corp.** seeking new tv amended to change ERP to 178 kw vis., 96.2 kw aur., change type ant., change ant. height above average terrain and make other equipment changes. Announced Dec. 13.

Bowling Green, Ky.—Application of **Sarkes Tarzian Inc.** for new tv amended re financial data, change ERP to 316 kw vis., 200 kw aur., change type trans., ant. height above average terrain and make other equipment changes. Announced Dec. 19.

Helena, Mont.—Application of **Helena T.V. Inc.** seeking new tv amended to furnish additional financial data. Announced Dec. 13.

Roswell, N. M.—Application of **Taylor Bcstg. Co.** seeking new tv amended 12-5-56 (in response to Commission letter of 8-6-56) to furnish additional financial data, change construction cost & stock, ERP to 29.4 kw vis., 15.8 kw aur., change trans. location and studio location to just south of Roswell on U. S. Hwy. 385, change trans. and ant. system, ant. height above average terrain and make other equipment changes. Announced Dec. 13.

Existing Tv Stations . . .

APPLICATIONS

WEEK-TV Peoria, Ill.—Seeks cp to change ERP to 360 kw vis., 180 kw aur., install power amplifiers, change type ant. and make other equipment changes. Announced Dec. 18.

WCNS (TV) Baton Rouge, La.—Seeks mod. of cp to change frequency to ch. 18 (494-500 mc), change ERP to 154.2 kw vis., 77.1 kw aur., change type ant. and make other equipment changes. Announced Dec. 14.

WAAM (TV) Baltimore, Md.—Seeks cp to change studio and trans. location to Television Hill midway between Parkdale & Keystone Aves., approx. 500 ft. N. of Rock Rose Ave., Baltimore, change type ant, and make other equipment changes. Announced Dec. 18.

WBAL-TV Baltimore, Md.—Seeks cp to change trans. location to between Malden & Keystone Aves. ext., Baltimore, change type ant. and make other equipment changes. Announced Dec. 18.

WMAR-TV Baltimore, Md.—Seeks cp to change trans. location to Television Hill, Malden Ave., Baltimore, change aur. ERP to 54.5 kw, change ant. and make other equipment changes. Announced Dec. 18.

KPTV (TV) Portland, Ore.—Seeks mod. of cp and license to cover cp to change ERP to 900 kw vis., 452 kw aur., and make minor ant. and equipment changes. Announced Dec. 14.

KBAS-TV Ephrata, Wash.—Seeks mod. of cp to change ERP to 15.3 kw vis., 7.65 kw aur., install new trans. and ant. system and make other equipment changes. Announced Dec. 14.

KCTS (TV) Seattle, Wash.—Seeks mod. of cp (which licensed non-commercial educational tv) to change ERP to 30.54 kw vis., 19.32 kw aur., change type ant. and make other equipment changes. Announced Dec. 14.

Allocations . . .

ACTION BY FCC

Rule-making Replies—FCC by order on petition by nine law firms, extended from Dec. 18 to Dec. 28 time for filing reply comments in tv rule-making proceedings in Dockets 11747-59, 11799. Comrs. Bartley and Lee dissented. Announced Dec. 13.

Translators . . .

APPLICATIONS

Twenty Nine Palms, Calif.—James E. Peaden, ch. 74 (830-836 mc) to rebroadcast ch. 2 **KNXT (TV) Hollywood.** P. O. address Box 495 Big Bear Lake, Calif. Trans. output 10 w, ERP to community 108 w. Estimated population to be served 30,000. Estimated construction cost $7,700, first year operating cost $4,750. Announced Dec. 14.

Saratoga, Wyo.—Saratoga Television Co., ch. 70 (806-812 mc) to rebroadcast ch. 5 **KFBC-TV Cheyenne, Wyo.** Post office address % John Glode, Saratoga. Trans. output 10 w, ERP to community 35 w. Estimated population to be served 1,500. Estimated construction cost $4,517, first year operating cost $1,480. Announced Dec. 14.

New Am Stations . . .

ACTIONS BY FCC

Tucson, Ariz.—Bamray Bcstg. Co., granted 1330 kc, 500 w D. Post office address 8230 N. 16th St., Phoenix, Ariz. Estimated construction cost $11,765, first year operating cost $65,000, revenue $75,000. Principals are equal partners **A. V. Bamford** and **Ray Odom** who own **KHEP Phoenix, Ariz.** Announced Dec. 13.

Redding, Calif.—Shasta Bcstg. Corp. granted 540 kc, 1 kw D. Post office address 1323 Yuba St., Redding. Estimated construction cost $21,021, first year operating cost $24,000, revenue $36,000. Principals own Shasta Telecasters, permittee of **KVIP (TV) Reeding.** Announced Dec. 13.

Grand Junction, Colo.—Application of **Pennell E. Snowden** seeking new am on 710 kc, 1 kw D, dismissed. (Request of attorney.) Announced Dec. 18.

Falls City, Neb.—Application of **Maryville Radio & Television Corp.** seeking new am on 1580 kc, 250 w D, dismissed. (No reply to 309b letter.) Announced Dec. 18.

Alamogordo, N. M.—Lyman Brown Enterprises granted 1270 kc, 1 kw D. Post office address Box 666, Brownwood, Tex. Estimated construction cost $22,204, first year operating cost $37,000, revenue $48,000. Principal is sole ower **Lyman C. Brown,** former owner of **KEAN Brownwood, Tex.** Announced Dec. 13.

Sylva, N. C.—Harold M. Thoms granted 1480 kc, 5 kw D. Post office address 100 College St., Asheville, N. C. Estimated construction cost $7,625, first year operating cost $27,500, revenue $30,000. Mr. Thoms owns **WISE-AM-TV Asheville** and **WMMH Marshall,** both **N. C.**; 75% of **WEAM Arlington, Va.**; 25%, of **WCOG Greensboro,** 25%, **WAYS Charlotte** and 20%, **WKLM Wilmington,** all **N. C.** Engineering conditions and programs tests in Sylva not be authorized until Mr. Thoms divests himself of either WISE or WMMH. Announced Dec. 13.

Wakefield, R. I.—Application of **Jack C. Salera tr/as South County Bcstg. Co.** seeking cp for new am on 1370 kc, 500 w D, dismissed. (No reply to 309b letter.) Announced Dec. 14.

APPLICATIONS

Fontana, Calif.—J. J. Flanigan, 830 kc, 1 kw D. Post office address 3348 Sepulveda, San Bernardino, Calif. Estimated construction cost $29,981, first year operating cost $42,000, revenue $52,000. Mr. Flanigan is former pres.-gen. mgr.-49% owner of **KITO San Bernardino.** Announced Dec. 17.

Gaithersburg, Md.—Nick J. Chaconas 1150 kc, 1 kw DA-D. Post office address 5120 Waukesha Rd., Washington 16, D. C. Estimated construction cost $45,100, first year operating cost $42,500, revenue $52,000. Mr. Chaconas is former chief engineer, **WGMS-AM-FM Bethesda, Md.-Washington.** Announced Dec. 13.

Sulphur, Okla.—Edwin Powell Nall and Charlene Nall d/b as Platt National Park Bcstg. Co., 1490 kc, 100 w. unl. Post office address 4516 N. Libby, Oklahoma City, Okla. Estimated construction cost $5,475, first year operating cost $11,560, revenue $18,000. Mr. Nall is athletics business mgr., Oklahoma City U. Announced Dec. 17.

Hampton, S. C.—J. A. Gallimore tr/as Hampton County Bcstg. Co. 1270 kc, 1 kw D. Post office address Box 443, Seneca, S. C. Estimated construction cost $10,900, first year operating cost $34,000, revenue $37,500. Mr. Gallimore owns **WSNW Seneca, WSSC Sumter,** 60% of **WBAW Barnwell,** all **S. C.,** and 60%, **WLFA LaFayette,** Ga. Announced Dec. 18.

Gillette, Wyo.—Gillette Bcstg. Co., 1490 kc, 250 w unl. P.O. address % Thomas Morgan, Gillette. Estimated construction cost $15,847, first year operating cost $24,000, revenue $30,000. Principals include **Joe Henry** (pres.-18.5%), mgr.-minor stockholder, **KTHE Thermopolis, Wyo.; Conrad E. Bales** (v.p.-18.5%), Thermopolis oil and uranium interests; **William H. Edelman Jr.** (9.3%), Gillette merchandise, rental-investment interests; **Coramay K. Edelman** (9.3%), Iowa farming interests. Announced Dec. 14.

APPLICATIONS AMENDED

Fort Walton Beach, Fla.—Application of **Edward C. Allmon d/b as Fort Walton Bcstg. Co.** seeking cp for new am on 1340 kc, 250 w unl., amended to change ant.-trans. and studio location, make changes in ant. and ground system, change station location to Valparaiso-Niceville, Fla., and change trade name of applicant to **Bay Bcstg.**

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Co. Announced Dec. 17.

Ysleta, Tex.—Application of **John S. Chavez** seeking new am on 1150 kc, 1 kw D, amended to change applicant name to **Mr. Chavez, Raul G. Amaya, Guadalupe Caballero, Salvador Villareal** and **Gabriel S. Chavez.** Announced Dec. 11.

Ampt Hill, Va.—Application of **William E. Benns** Jr. **and Barbara Benns d/b as Chesterfield Bcstg.** Co. seeking new am on 740 kc, 1 kw D, amended to change ant.-trans. location, change studio location, operate trans. by remote control and make changes in ant. (decrease height). Announced Dec. 14.

Existing Am Stations . . .

ACTIONS BY FCC

KNIM Maryville, Mo.—Application seeking cp to change frequency from 1580 kc to 1230 kc, change hours from D to unl. dismissed. (Per Sec. 1.381.) Announced Dec. 18.

KTW Seattle, Wash.—Application seeking cp to change ant.-trans. location and make changes in ant. system (increase height) dismissed. (Sec. 1.362.) Announced Dec. 18.

APPLICATIONS

WHLN Harlan, Ky.—Seeks cp to change frequency from 1280 kc to 1410 kc, increase power from 1 kw to 5 kw, change ant.-trans. location, make changes in ant. and ground system, install new trans. and operate trans. by remote control. Announced Dec. 18.

WRVK Mount Vernon, Ky.—Seeks mod. of cp (which authorized new am) to change type trans., increase ant. height, move ant.-trans. approximately 0.2 mi. south of present location, change studio location and operate trans. by remote control. Announced Dec. 17.

KLUE Shreveport, La.—Seeks mod. of cp (which authorized new am) to change type trans. and change studio location to 850 Havens Rd., Shreveport. Announced Dec. 19.

KTLD Tallulah, La.—Seeks mod. of license to change studio location and operate trans. by remote control from studio location. Announced Dec. 14.

KBHM Branson, Mo.—Seeks mod. of cp (which authorized new am) to change type trans., change studio location to 111 Pacific St., Branson, and operate trans. by remote control from studio location. Announced Dec. 19.

KBOM Mandan, N. D.—Seeks mod. of license to change station location from Mandan to Bismarck-Mandan, N. D. Announced Dec. 18.

KSPO Spokane, Wash.—Seeks cp to change frequency from 1340 kc to 1230 kc. Announced Dec. 18.

WLWL Mansfield, Ohio—Seeks mod. of cp (which authorized new am) to increase power from 250 w to 1 kw, change ant.-trans. and studio location, make changes in ground system and change type trans. Announced Dec. 13.

WBBI Abingdon, Va.—Seeks mod. of cp (which authorized new am) to change studio location and operate trans. by remote control. Announced Dec. 11.

APPLICATION AMENDED

WTUC Union City, Tenn.—Application seeking cp to change frequency from 1580 to 620 kc, increase power from 250 w to 1 kw. install new ant. (increase height), make changes in ground system and trans., amended to change power to 500 w, install new trans. and make changes in ant. system (decrease height). Announced Dec. 14.

WFCR Fairfax, Va.—Application seeking cp to move ant.-trans. and studio location amended to decrease ant. height. Announced Dec. 17.

New Fm Stations . . .

ACTION BY FCC

Los Angeles, Calif.—WHM Bcstg. Co. granted 105.1 mc, 17 kw unl. Post office address ℅ Radio Station KDB, Radio Square, Santa Barbara, Calif. Estimated construction cost $8,713, first year operating cost $18,500, revenue $15,000. Principals are equal partners **Lucie Miltenberg, Rube Goldwater** and **James Harford,** owners of **KDB Santa Barbara, Calif.** Mr. Harford is also 33.3% owner of **KONE Reno, Nev.,** and **KTOO Henderson, Nev.** Announced Dec. 13.

APPLICATION

South Hadley, Mass.—President & Trustees of Mt. Holyoke College, 88.5 mc, .010 kw unl. P. O. address ℅ Ralph J. Robinson, technical director. Estimated construction cost $2,700, first year operating cost $1,000, no revenue. Proposed grant is for non-commercial, educational purposes. Announced Dec. 19.

Existing Fm Stations . . .

Allocations—FCC invites comments by Jan. 11, 1957, to proposal to amend its Class B fm allocation table to add ch. 229 to Lubbock, Tex., for assignment to KSEL-FM in that city. Announced Dec. 13.

APPLICATION AMENDED

KSEL-FM Lubbock, Tex.—Seeks mod. of cp (which authorized new fm) to change frequency to 93.7 mc. Announced Dec. 13.

Ownership Changes . . .

ACTIONS BY FCC

WGAD Gadsden, Ala.—Application seeking acquisition of positive control by **Radio Muscle Shoals Inc.** (returned wrong form.) Announced Dec. 14.

WNPT Tuscaloosa, Ala.—Granted transfer of control from **W. P. Thielens, W. M. Jordan and T. H. Gaillard Jr.** to **Mrs. Edna Ruth L. Harris and Mrs. Allie W. Todd,** who will own respectively 36.1% and 22.9%. Mr. Thielens sold 17% to corporation for $20,000, reducing stock outstanding. Mrs. Harris owns 16⅔% of WJBB Haleyville, Ala. Announced Dec. 13.

KARM-AM-FM Fresno, Calif.—Granted acquisition of positive control by **George Robert Harm** and **Hattie Harm** as family group through purchase of 50% of stock by Mr. Harm from **Clyde F. Coombs** for $50,000. Mr. Harm and his mother will own 100%. Announced Dec. 13.

KMLA (FM) Los Angeles, Calif.—Granted assignment of cp and SCA from **Musicast Inc.** to **KMLA Bcstg. Corp.** Corporate change. No change in control. Announced Dec. 18.

WGHF (FM) Brookfield, Conn.—Granted assignment of cp from **William G. H. Finch** to **Eastern Bcstg. System Inc.** for amount of expenses. New corporation will be capitalized in excess of $15,000. **August J. Detzer,** proposed sales manager, will own 50% and Mr. Finch 50%. Announced Dec. 13.

WDCF Dade City, Fla.—Granted assignment of license from **E. P. Martin, Alpha B. Martin, John D. Goff** and **John A. Branch d/b as Pasco Bcstg. Co.** to **Stuart G.** and **Thelma R. Picard,** joint owners, for $65,000. Mr. Picard owns miniature golf course in Tampa, Fla. Announced Dec. 13.

WEBK Tampa, Fla.—Granted assignment of license from **E. P. Martin, Alpha B. Martin, John D. Goff** and **John A. Branch d/b as Hillsboro Bcstg. Co.** to **W. Walter Tison tr/as Tison Bcstg. Co.** for $134,000. Mr. Tison is former owner of **WALT Tampa** and former 20% owner, **WTVT (TV) Tampa.** Announced Dec. 13.

KSUL Sulphur, La.—Granted assignment of license from **James A. West Jr., Elgie M. Risinger** and **Delvin R. White d/b as Southern Bcstg. Co.** to **The Lake Bcstg. Co.** for $42,500. Southern National Insurance Co. (51% owner of **KVLC Little Rock, Ark.**), Little Rock, is 50.99% owner of assignee. **Dale D. Mahurin** (7%, KVLC) is 30% owner. Announced Dec. 13.

WABM Houlton, WAGM-AM-TV Presque Isle, both **Me.**—Granted acquisition of control by **Harold D. Glidden** through sale of 830 shares of stock from **Harry E. Umphrey** to corporation for $30,000. Mr. Glidden will own 94.8%. Announced Dec. 18.

WASL Annapolis, Md.—Granted assignment of license from **Chesapeake Radio Corp.** to **Norwalk Bcstg. Co.** for $42,000. Norwalk is licensee, **WNLK Norwalk, Conn.** Announced Dec. 13.

WJMS-AM-TV Ironwood, Mich.—Granted acquisition of positive control by **William L. Johnson** through purchase of stock from **Eva Johnson.** Mr. Johnson, former 37.74% owner, will own 58.2%. Announced Dec. 13.

KOOK-AM-TV Billings, Mont.—Granted transfer of control from **J. Carter Johnson** *et al* to **Joseph S. Sample** for $540,075. Mr. Sample, pres.-10.7% owner, will own 93.28%. Announced Dec. 13.

KLIN Lincoln, Neb.—Granted assignment of license from **Frudeger Bcstg. Co.** to **Fletcher-Mitchell Corp.** for $190,000. Principals of proposed assignee are **Jonathan M. Fletcher** (75%), executive vice president, Home Federal Savings & Loan Assn., Des Moines, Iowa, and **James I. Mitchell** (pres.-25%), executive vice president-general manager, **KPIG Cedar Rapids, Iowa.** Announced Dec. 13.

KONE Reno, Nev.—Granted assignment of license from **Thompson Magowan, Frederick V. Jones and James W. Harford d/b as Magowan, Jones and Harford** to Mr. Magowan and Mr. Jones, partnership. Mr. Harford will sell ⅓ interest in **KTOO Henderson** [B•T, Dec. 17] and **KONE** to latter two for $107,500. Announced Dec. 18.

WBBR Brooklyn, N. Y.—Granted assignment of license to **Tele-Broadcasters of N. Y. Inc.** for $133,000. Principal is Tele-Broadcasting Inc., licensee of **WKXL Concord, N. H.; WKXV Knoxville, Tenn.; KUDL Kansas City, Mo.,** and **WPOP Hartford, Conn. H. Scott Killgore** is majority owner. Announced Dec. 13.

KOMA Oklahoma City, Okla.—Granted assignment of license from **KOMA Inc.** to **Burton Levine, Myer Feldman, Arnold S. Lerner** and **Donald Rubin d/b as Radio Oklahoma** for $291,434. Mr. Levine is president and 40% stockholder, **WROV Roanoke, Va.** Mr. Feldman is vice president, Television Exhibitors of America, applicant assignee for license of **WCAN-TV Milwaukee, Wis.** Announced Dec. 13.

WKBJ Milan, Tenn.—Granted assignment of license from **Hubert P. Clemmer, W. G. Denney, Guy Harwood, Ben I. King and Bryant Cunningham d/b as West Tennessee Bcstg. Co.** to **Hubert P. Clemmer, W. G. Denney, Guy Harwood, Ben I. King, Bryant Cunningham and Jack C. Merrill d/b as West Tennessee Bcstg. Co.** Mr. Merrill is buying 16⅔% interest for $5,000. Announced Dec. 19.

KVKM Monohans, Tex.—Granted transfer of control from **Joe Vandiver** and **G. C. Greenlee** to **J. B. Walton** and **Helen Winborne Walton** who are buying 64% for $30,000. Waltons have ranching and oil properties. Announced Dec. 13.

WRAP Norfolk, Va.—Granted assignment of cp from **Rollins Bcstg. of Virginia Inc.** to **Rollins Bcstg.-Telecasting of New York Inc.** Corporate change for purpose of consolidating management of WRAP and **WNJR Newark, N. J.** Both firms are wholly-owned subsidiaries of Rollins Bcstg. Inc. **(WAMS Wilmington, Del.; WJWL Georgetown, Del.; WBEE Harvey, Ill.; WIRI Indianapolis; WPTZ (TV) Plattsburgh, N. Y.).** Announced Dec. 18.

WRVC (FM) Norfolk, Va.—Granted assignment of license from **Larus & Bro. Co.** to **Virginia Good Music Corp.** for $13,500. One-third owners of Virginia Good Music are **John D. Robers Jr., Norman C. Willcox** (pres.) and **Charles G. Massie Jr.** Mr. Massie and Mr. Willcox are present minority stockholders and employed as program director and commercial mgr., respectively. Announced Dec. 13.

KWIQ Moses Lake, Wash.—Granted assignment of license from **Robert S. McCaw tr/as Central Basin Bcstg. Co.** to **Central Basin Bcstg. Corp.** Mr. McCaw will sell ⅓ of stock to **Warren J. Durham,** radio consultant, for $2,000, and retain ⅔ interest. Announced Dec. 18.

WTKM Hartford, Wis.—Application seeking transfer of stock from **Leo M. Durnil** to licensee corporation for retirement returned. (Filed on wrong form.) Announced Dec. 14.

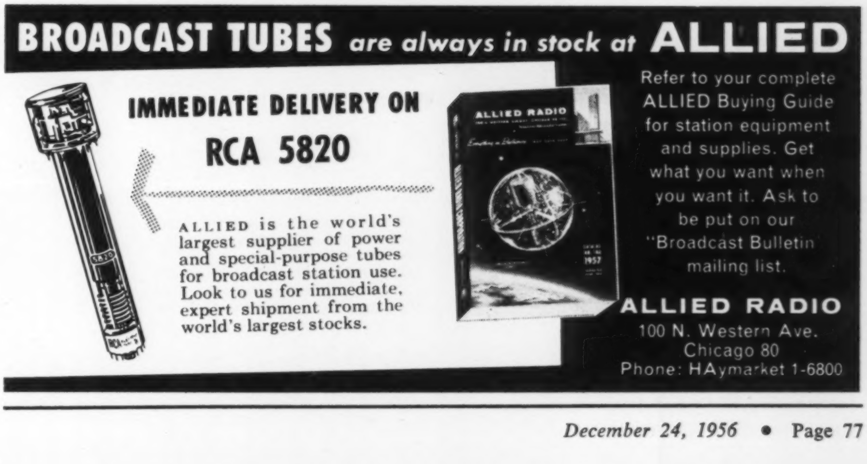
WDSM Superior, Wis.—Granted assignment of license from **WDSM Inc.** to **Northwest Publications Inc.** Corporate change. Northwest is sole stockholder. Announced Dec. 18.

KHON Honolulu, Hawaii—Granted involuntary assignment of license from **Aloha Bcstg. Co.** to **William V. Pacheco and Allen R. Hawkins,** co-commissioners (court-appointed), who will hold foreclosure sale. Announced Dec. 18.

WENA Bayamon, P. R.—Granted assignment of license from **Bayamon Bcstg. Corp.** to **Gustavo Diaz Atiles,** present ¼ owner, for $868. Announced Dec. 18.

APPLICATIONS

WHTB-AM-FM Talladega, Ala.—Seeks transfer of control from **Talladega News Pub. Co.** to **Talladega Pub. Co.** Latter is new corporation formed



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on consolidation of weekly *Talladega News* and *Daily Home*. Assignee will own same share, 78.5%, as has been held by News Pub. Co. Announced Dec. 13.

KENL Arcata, Calif.—Seeks assignment of license from **Vernon Wallace Emmerson** to **Humboldt Bcstrs. Inc.** through lease agreement whereunder assignee leases equipment, land and building for $10,800 yearly, with option to buy. Humboldt principals: Mr. Emmerson, 51%; **Vincent W. Lambert**, chief engineer, 24.5%, and **Robert Lee Norton**, program dir.-asst. mgr., 24.5%. Announced Dec. 13.

KGOL Golden, Colo.—Seeks involuntary transfer of control from **Fred D. Fouse** (deceased) and **Rachel R. Fouse** to **Rachel R. Fouse.** Mrs. Fouse will own 64.2%. Announced Dec. 19.

WICC-TV Bridgeport, Conn.—Seeks assignment of cp from **Southern Connecticut & Long Island Television Co.** to **Bridgeport Bcstg. Co. (WICC Bridgeport).** Bridgeport owns 99% of licensee stock. Announced Dec. 14.

WPTV (TV) West Palm Beach, Fla.—Seeks assignment of license from **John H. Phipps Bcstg. Stations Inc.** to **John H. Phipps.** Corporate change. Announced Dec. 14.

WAOK Atlanta, Ga.—Seeks assignment of license from **WAOK Bcstg. Co.** to **Atlanta OK Bcstg. Co.** for total of $459,000 for accounts, equipment and land. One-third partners will be **Stan Raymond,** commercial manager; **Zenas Sears,** program director, and **Dorothy Lester,** station manager. Announced Dec. 14.

WWVR Terre Haute, Ind.—Seeks assignment of license from **Archie S. Mobley, Pauline A. Mobley, Paul D. Ford** and **Eleanor J. Ford d/b as Citizens Bcstg. Co.** to **Citizens Bcstg. Inc.** Corporate change. Mobleys continue as ⅔ owners and Fords ⅓. Announced Dec. 14.

WMGT-TV Adams, Mass.—Seeks assignment of cp from **Greylock Bcstg. Co.** to **Hudson Valley Bcstg. Co. (WROW-WCDA [TV] Albany, WCDB [TV] Hagaman,** both **N. Y.**) for $379,206. **Frank M. Smith,** pres.-18% owner of Hudson Valley, is 33⅓ owner of **WCNS (TV) Baton Rouge, La.,** ch. 40 permittee. **Lowell J. Thomas,** radio-tv commentator, owns 21% of Hudson Valley; **Alger B. Chapman,** Troy, N. Y., Representative to U. S. Congress, owns 8%, and **John P. McGrath,** New York lawyer, 7%. Announced Dec. 10.

KHOL-TV Kearney, KHPL-TV Hayes Center, both **Neb.**—Seek transfer of control from **Brewster Hospital Inc.** to **F. Wayne Brewster** through sale of 222 shares held by hospital to Mr. Brewster and **Donald E. Brewster** for $22,200. F. Wayne Brewster, at present 44.4% owner, will own 55.5% and his brother 11.1%. Announced Dec. 13.

WNEM-TV Bay City, Mich.—Seeks assignment of cp from **North Eastern Michigan Corp.** to **Gerity Bcstg. Co.,** which owns all stock of former. No consideration. Announced Dec. 19.

KSWM-AM-TV Joplin, Mo.—Seek assignment of license and cp from **Air Time Inc.** to **WSTV Inc.** Latter is 100% stockholder of Air Time. Announced Dec. 18.

KUVR Holdrege, Neb.—Seeks acquisition of positive control by **William C. Whitlock** through gift of one share of stock from **Betty Rae Whitlock.** Mr. and Mrs. Whitlock are sole stockholders. Announced Dec. 18.

WFTC Kinston, N. C.—Seeks assignment of license from **Kinston Bcstg. Co.** to **Town & Country Worldwide Productions Inc.** for $145,000. **Connie B. Gay,** 100% owner, also owns **WTCR Ashland, Ky.,** and **KLRA Little Rock, Ark.** Announced Dec. 14.

WOOW New Bern, N. C.—Seeks assignment of license from **Paul Reid, Otto Griner** and **H. M. Roberts d/b as Radio New Bern** to **Radio New Bern Inc.** Corporate change. No change in ownership. Announced Dec. 14.

WTOE Spruce Pine, N. C.—Seeks acquisition of control by **Tom N. Cooper** through purchase of 17.5% stock from **W. V. Sizemore** *et al.* He will buy 31 shares for $100 each plus 6% from date of issue and will own 58.8% of outstanding stock. Announced Dec. 14.

KNOK Fort Worth, Tex.—Seeks assignment of license from **Associated Bcstrs. Inc.** to **Associated Bcstrs. Inc.** (new corp.) for $220,000. Sole stockholder of proposed assignee is **John W. Kluge,** who is pres.-majority stockholder of **KXLW St. Louis, Mo.; WILY Pittsburgh, Pa.; WKDA Nashville, Tenn.,** and **WGAY Silver Spring, Md.** He owns 37% of **WLOF Orlando, Fla.,** and 37% of **Mid-Fla. Television Corp.,** applicant for Orlando, Fla., tv. Announced Dec. 17.

KGRI Henderson, Tex.—Seeks acquisition of negative control by **T. P. Cannon** through purchase of 4.17% for $2,000. Announced Dec. 13.

KAGT Anacortes, Wash.—Seeks assignment of cp from **C. H. Fisher** and **Edna E. Fisher d/b as Skagit Bcstg. Co.** to **Fidalgo Bcstg. Inc.** for $40,000. **James C.** and **Diane W. Frits** of Anacortes are equal partners in Fidalgo. Announced Dec. 14.

WYVE Wytheville, Va.—Seeks assignment of license from **A. M. Gates Jr., individually and as administrator of estate of Dr. A. M. Gates,** to **A. M. Gates Jr., Maybelle L. Gates and Lucille Gates McGahee d/b as Wythe County Bcstg. Co.** Maybelle Gates will pay **Phyllis M. Gates** $2,500 for 2/30 share, bringing her total to 7/30. Mr. Gates owns 17/30. Announced Dec. 17.

WGKV Charleston, W. Va.—Seeks assignment of license from **Kanawah Valley Bcstg. Co.** to **Jacob A. Evans and Walter Franklin Evans d/b as Evans Bcstg. Co.** (contingent on grant of assignment of **WKNA Charleston.** See separate item.) Evans Bcstg. will pay $90,250. Jacob Evans is account executive, McCann-Erickson, N. Y., advertising agency. Walter Evans is 12% partner, Red Kap Garment Co., Nashville, Tenn. Announced Dec. 19.

WKNA-AM-FM Charleston, W. Va.—Seeks assignment of license from **Joe L. Smith Jr. Inc.** to **Kanawah Valley Bcstg. Co.** for $150,000. Kanawah is licensee of **WGKV Charleston, W. Va.,** and proposes to change facilities. Same interests own **WSAZ-AM-TV Huntington, W. Va.** Announced Dec. 18.

WENA Bayamon, P. R.—Seeks assignment of license from **Bayamon Bcstg. Corp.** to **Gustavo Diaz Atiles** for $868. Proposed assignee is present mgr. and ¼ owner. Announced Dec. 13.

Hearing Cases . . .

FINAL GRANTS

WKNB-TV New Britain, Conn.—FCC by order of Dec. 12 concurred in result reached in examiner's initial decision of Nov. 1 and granted, effective immediately, applications of **New Britain Bcstg. Co.** for (1) mod. of cp of WKNB-TV (ch. 30) to decrease ant. height from 970 to 750 ft., increase power to 1,000 kw, install new trans. and ant. system, and change trans. location to 7.2 miles from city limits, and (2) transfer of control of WKNB-AM-TV from **Julian Gross,** *et al*, to **National Bcstg. Co.,** without prejudice to whatever action Commission may deem appropriate at such time as pending antitrust action involving NBC may be terminated. Comr. Hyde concurred; Comr. Bartley dissented. Announced Dec. 13.

INITIAL DECISIONS

Gilroy, Calif.—Hearing Examiner H. Gifford Irion issued initial decision looking toward grant of application of **Bernard & Jobbins Bcstg. Co.** for new am on 1290 kc, 500 w D, in Gilroy. Announced Dec. 19.

Abilene, Tex.—Hearing Examiner Jay A. Kyle issued initial decision looking toward grant of application of **Key City Bcstrs.** for new am on 1280 kc, 500 w D, in Abilene. Announced Dec. 19.

OTHER ACTIONS

WSUX Seaford, Del.—FCC by order of Dec. 19 granted application for cp to increase power of WSUX from 500 w to 1 kw, operating daytime only on 1280 kc. Announced Dec. 19.

KHVR Hanover, Pa.—FCC by order of Dec. 19 granted petition and supplement filed for reconsideration and grant without hearing of application to increase D power of station KHVR from 1 kw to 5 kw and install DA, continuing operation on 1280 kc with 500 w N; removed from hearing and granted application with engineering conditions. Announced Dec. 19.

WPRE Prairie du Chien, Wis.—FCC by order of Dec. 19 (1) granted petition by WPRE to terminate protest proceedings and reinstate its cp; (2) dismissed as moot its petition for reconsideration and removal of stay; (3) made effective immediately July 18 grant of its application to change frequency from 1280 kc to 980 kc and increase height of ant., continuing operation with 500 w D; and (4) granted authority to Jan. 19, 1957, to conduct equipment tests and program tests immediately thereafter in accordance with Secs. 3.95 and 3.96 of rules pending receipt and action on license application. U. of Wisconsin **(WHA Madison),** protestant, has filed notice of desire to withdraw from proceeding. Announced Dec. 19.

Huntsville, Sheffield, Ala.—FCC by order of Dec. 19 denied petitions of **Radio Huntsville Inc.** and **J. B. Falt Jr.**, Sheffield, for review and reversal of Chief Hearing Examiner's Sept. 13 dismissal with prejudice for failure to timely file notices of appearance in hearing on their applications for new ams (1290 kc, 1 kw, D); on Commission's own motion, dismissed applications without prejudice. Comrs. Hyde and Bartley dissented and stated: "We would overrule the Examiner to avoid needless hardship on the applicants and administrative burden on the Commission. Further, no party would be prejudiced by such action." Announced Dec. 19.

KOOK-TV Billings, Mont.—FCC by order of Dec. 14 denied petition by **Montana Network** requesting that it be accorded 30 minutes for oral argument in protest proceeding on application of **Midland Empire Bcstg. Co.** for new tv (KOOK-TV, ch. 8) in Billings; ordered that all parties to proceeding, including Broadcast Bureau, will be allotted 10 minutes each for argument and rebuttal relative to further rights of Midland to participate further in oral argument. Announced Dec. 14.

Routine Roundup . . .

December 13 Decisions

BROADCAST ACTIONS

By the Commission

WSLA (TV) Selma, Ala.—Granted six month's extension of time to complete construction (ch. 8) pending final decision in Docket 11371 concerning WSLA application for mod. of cp to specify ant. site near Prattville, Ala.; by letter, denied opposing "petitions" by ch. 20 **WCOV-TV Montgomery, Ala.** Action Dec. 12.

Jefferson County Bcstg. Co., Pine Bluff, Ark.; Kermit F. Tracy, Fordyce, Ark.—Designated for consolidated hearing applications for new ams on 1270 kc, D; Jefferson with 5 kw and Tracy with 1 kw. Action Dec. 12.

Volusia County Bcstg. Corp., Daytona Beach, Fla.; C. H. Packham, Ormond, Fla.—Designated for consolidated hearing applications for new ams, 1380 kc, 1 kw D; denied Volusia's request for extension of time to Dec. 21 to reply to Commission's letter of Oct. 8, requesting additional data; engineering condition to be met in event of grant of application of Volusia. Action Dec. 12.

WFBS Fort Walton Beach, Fla.—Granted change of operation on 950 kc from 500 w D, to 1 kw D; trans. to be operated by remote control. Action Dec. 12.

Granted renewal of license of following stations: **KBUH Brigham City, Utah; KDON Salinas, Calif.; KMAP Bakersfield, Calif.**

ACTIONS ON MOTIONS

By Commissioner John C. Doerfer

Department of Education of Puerto Rico, Mayaguez, P. R.—Granted petition for extension of time to Jan. 4, 1957, to file reply to oppositions to Dept.'s petition to enlarge issues in ch. 13 proceeding, Mayaguez (Dockets 11288; BPCT-1906, et al.). Action Dec. 11.

By Chief Hearing Examiner James D. Cunningham

Ordered that hearings shall commence in following proceedings on the dates shown: Am application of **WTOK Meridian, Miss.,** *et al.* on Feb. 18; am application of **KSLM Salem, Ore.** on Feb. 20. Action Dec. 10.

By Hearing Examiner Jay A. Kyle

WSIG Mount Jackson, Va.—Ordered that prehearing conference will be held on Jan. 4, 1957, re am application of WSIG for cp to increase power and to make other changes, and hearing scheduled for Jan. 16, is set for Jan. 14, 1957. Action Dec. 12.

By Hearing Examiner H. Gifford Irion

Bosque Radio, Clifton, Tex.—Granted petition for leave to amend its am application to change directional pattern and application, as amended, is removed from hearing. Action Dec. 10.

By Hearing Examiner Hugh B. Hutchison

Sucesion Luis-Pirallo Castellanos, Mayaguez, P. R.—Granted petition for continuance of further hearing from Dec. 20 to Jan. 29, 1957, in ch. 3 proceeding, Mayaguez. Action Dec. 10.

By Hearing Examiner Herbert Sharfman

WGSM Deer Park, N. Y.—Issued order after

Continues on page 84

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Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum.*

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RADIO

Help Wanted

Managerial

Somewhere there's a program director or chief announcer who wants to step into management. He's young, aggressive, married, owns a car, is willing to start as assistant manager, wants to settle permanently in a multiple station organization at extremely good pay. He has a good announcing background and is willing to work hard to prove worthy of manager's post, probably within a year. He has a thorough knowledge of all phases of independent station operation and can report to work before the end of the year. Send tape, resume and photo to Box 675C, B•T.

Salesmen

Top salesman, car and coffee money. Southwest station. Send complete details, references, first letter. Excellent compensation for proven producer. Box 694C, B•T.

Wanted: Salesman-announcer, heavy on sales, light announcing, active market waiting for active salesman. Write Box 697C, B•T.

Experienced, enthusiastic. Large New England market. Guarantee or salary plus commission. Immediate opening. Box 720C, B•T.

Salesman: Over 100 million dollar market. Strongest station. Should make at least $7,500.00 first year. Ohio. Box 725C, B•T.

There is a sales job for a thoroughly seasoned professional in one of the first 25 markets. If you can make 1957 the most prosperous year of your life. Station is top rated. 15 percent commission against any reasonable draw. Your inquiry will be treated in confidence if you wish but our present staff knows of this ad. Enclose photo, snapshot will do, composite history of employment. Gross billing and earnings past five years. Promotion of sales staff member makes unusual opportunity available. Box 731C, B•T.

Salesman, opportunity to become sales manager, assistant manager ABC station in ¼ million market. Must have record of sales success. $75.00 to start draw against 15% commission. Producer can earn $150 week in few month. Send photo, resume, references to Box 740C, B•T.

Salesman: Salary plus commission. Car necessary. Send full information, photo, references and tape if available to KSCB, Liberal, Kansas.

RADIO

Help Wanted—(Cont'd)

Salesmen

Tucson, Arizona . . . salesman for KVOA. Helpful if you have had experience in all phases of radio, but not mandatory. Commission-guarantee. Call Ray Owen, MA 3-2555.

Salesman: Ripe opportunity for successful man in expanding market with leading music-sports station; permanent, guarantee draw against commission, protected list; send full details, picture, Burt Levine, WROV, Roanoke, Virginia.

Announcers

Morning combo. Top salary. No floaters. Replies confidential. Ohio station. Box 298C, B•T.

Long established station located **Carolinas needs good announcer holding first class license. Minimum salary over $400 monthly plus benefits. Box 600C, B•T.**

Announcer for kilowatt independent. Opportunity to learn news reporting if interested. $325 start. Box 666C, B•T.

Immediate opening for man with minimum six months experience. Will pay up to $75 per week to start. 40 hour week, overtime pay, vacations, etc. Must have car. Excellent opportunities for advancement within chain. Send tape, resume and photo. Box 678C, B•T.

One of nation's leading independents in city market of half-million needs outstanding young air salesman with enthusiasm and brightness. Comedy material, gimmicks accepted, but emphasis on audience service with fast-paced music-news-sports format. Top paying job for top personality. Send background, picture off-air audition. Box 699C, B•T.

Ashland, Ohio, independent: New ownership January first. Additional personnel needed: Program director, morning man, salesman. Box 718C, B•T.

Announcer-engineer for midwest metropolitan market able to handle early morning show and preventive maintenance. Send tape and resume to Box 719C, B•T.

Country DJ, experienced morning man. Five day week, must have good delivery and personality. Send tape, resume, salary. Box 724C, B•T.

Announcer-copywriter: Can lead to program director. Midwest. Send tape. Sample commercials. Box 726C, B•T.

WE HAVE A XMAS PRESENT FOR EACH RADIO AND TV STATION

Instead of calendars or greeting cards, we have compiled a Glossary of Definitions as used by the FCC and are printing them in book form. One of these will be mailed to each station shortly after the holidays.

This valuable service will aid in understanding Technical and Operational communications from the Commission. A limited number will be printed and each station should be certain that the Glossary remains in the station files because every operator will want copies for personal reference.

Those of our approximately 1900 former students that we can locate will also receive copies.

MANAGERS AND OWNERS DESIRING TO TAKE OUR COURSE GENERALLY FIND THE JANUARY CLASS BEST SUITED TO THEIR BEING AWAY FROM THE STATION. PREFERENCE IS GIVEN TO THESE PERSONS FOR ENROLLMENT IN OUR JANUARY 9, 1957 CLASS?

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RADIO

Help Wanted—(Cont'd)

Announcers

Announcer: Good job in Ohio. Can advance. Aggressive organization. Send tape. Box 727C, B•T.

Well established network station southeast town of 18,000 needs good announcer-salesman. Prefer southerner. Box 729C, B•T.

Experienced announcer, mature style with first ticket. Car. Eastern seaboard am-fm. Box 739C, B•T.

Announcer with 1st or engineer who can announce. Great opportunity with ABC station in ¼ million market. Top management. $80.00 week. Send tape, photo, resume, references to Box 741C, B•T.

KLIN Radio needs good, experienced, top DJ's. All tapes returned immediately. Airmail air check to Larry Getchell, KLIN, Lincoln, Nebraska.

Immediate opening for experienced announcer, strong on news and records. Good salary, talent. Send audition, photo, background information to Station WFDF, Flint, Michigan.

Need—young announcer, permanent staff morning man—some experience. Other opportunities. You grow with experience radio men who operate other stations. WKAM, Goshen, Indiana.

Combo man with first class ticket for daytime station. Excellent condition, routine maintenance, announcing ability important. Send complete resume, photo and tape immediately. Kersh Walters, WKDL, Clarksdale, Mississippi.

Immediate opening: Combo 1st phone man. Emphasis on announcing. Send tape, recent photo and resume of past experience or call Mr. Dana or Mr. Stearns—Cherry 1-5550. Radio Station WMIC, Monroe, Michigan.

Technical

First class man familiar with directional operation and maintenance. Salary depends on experience. Send resume, photo and references. Midwest location. Box 702C, B•T.

Engineer-announcer, 250 watt, 100 from New York. Good pay. Box 707C, B•T.

Needed immediately two first class engineers, top pay, good insurance plan and working conditions. Box 716C, B•T.

Experienced engineer for position of chief engineer at modern, well equipped 250 watt fulltime independent station in Pa. Will have complete responsibility for purchasing maintenance repairs and operation. Good working conditions, good pay. No air work required. Box 742C, B•T.

Engineer-announcer. $80.00 for 40-hour week. Chance to become chief. Contact KCOW, Radio, Alliance, Nebraska.

Wanted: Chief Engineer, one kilowatt remote control daytime, outstanding living conditions, top salary, prefer family man. Call or write Walter Rubens, KJET, Beaumont, Texas.

First class engineer. Am and fm maintenance. Board operation. Announcing helpful but not necessary. Paid vacations. Send details and expected salary to George Volger, Manager, KWPC, Muscatine, Iowa.

Urgent—need first class engineer as of yesterday. 1kw daytime going to 5 after first of year, nondirectional. Should be qualified to maintain equipment and be above average announcer or salesman. Send photograph and resume to R. H. Gunckel, Jr., Station WABR, Box 7547, Orlando, Florida.

Need chief engineer-announcer for kilowatt daytimer . . . must be experienced . . . $90.00 weekly. WGVM, Greenville, Mississippi.

Top-flight young engineer wanted for position with unusual opportunities in radio and possibly tv. Contact Manager, WKST, New Castle, Pa.

Chief engineer for fulltime 250 am and fm with leading music-sports station; permanent; construction, experience, announcing, asset but not necessary. Present chief will break in. Send details, picture, Burt Levine, WROV, Roanoke, Virginia.

Urgent! Need chief engineer-announcer. Apply WPFD, Darlington, South Carolina. Good working conditions. Salary open.

RADIO

Help Wanted—(Cont'd)

Technical

Chief engineer-announcer. 5kw daytime, excellent working conditions with growing organization with several stations. Opportunity for advancement. Contact immediately. WKYR, Keyser, West Virginia.

WTOC, 3 kw directional, Savannah, Georgia, needs first class engineer. Send complete qualifications, references and photograph to Chief Engineer.

Wanted—chief engineer for combo work, daytime station, good pay and hours. Contact WTUS, Tuskegee, Ala. Immediately.

First class engineer-announcer for progressive am outlet in three station group. Excellent pay for right man. Send tape and details, Manager, North Country Stations, St. Johnsbury, Vermont.

Programming-Production, Others

News director—challenging local news job open in extremely active news market. Outstanding kilowatt independent offers real news opportunity and good salary to experienced, aggressive, mature newsman. Box 570C, B•T.

Tv-radio program directors, others. Opportunity now exists to add to your income by $100 to $400 per month without distracting from your present job. National, industry-accepted organization. Write in confidence for complete details. Box 690C, B•T.

A fulltime experienced newsman needed for progressive Mass. daytimer, who will also head up public service and special events. Self-starting mature-minded men only will be considered. Announcing secondary to news gathering ability. WESO, Southbridge, Mass.

Immediate opening for experienced night news editor. Combined radio and television operation. Must write, edit, broadcast. Salary plus talent guarantee. Send tape, resume, picture to WROW, Box 4100, Albany, N. Y.

Help wanted, continuity writer, man or woman, also will record some production spots only other duty is to make up book. $60 to start. Send samples of copy and resume to Phil Specner, WCSS, Amsterdam, New York.

Register with us for better jobs! Nationwide service. Commercial Employment, 652 Chestnut Street, Gadsden, Alabama.

Situations Wanted

Managerial

Radio manager—14 successful years experience, all phases. Excellent sales know-how. Modern program formula. Desire permanent connection. Box 697C, B•T.

Responsible young owner-manager of successful daytime independent desires a challenging position in larger market. Interested in position as sales manager with large market independent or as sales executive in corporation owning several stations. Married, family. Will sell present holding for right opportunity. Minimum salary range $10-12,000 per year. Reply Box 699C, B•T.

Am presently part-owner and manager of two radio stations. Health of one of the members of my family makes it necessary to seek southern climate, preferably southwest. Am prepared to manager medium size market station or operate as sales manager for metropolitan operation. Will consider investment to $15,000.00, if necessary, for good opportunity. Reply Box 700C, B•T.

Station or sales manager . . . 12 years radio-tv experience. Background: Heavy in sales; production executive. Married, one child, vet. Creative but economy-minded management ideas. Minimum $10,000. Box 715C, B•T.

Salesmen

Salesman—experienced. Announcer with good voice. First class license. Emphasis on selling. Box 693C, B•T.

Account executive with a top eastern station wishes to relocate south-southwest. Excellent sales record. Box 712C, B•T.

Midwest—top salesman, top announcer—5 years am-tv experience. Box 714C, B•T.

Announcers

Basketball announcer did 83 games past season including major university. Box 610C, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

First phone morning announcer. Experienced. Now ready to learn sales. $90 plus. Box 691C, B•T.

Single, age 35. Inexperienced; but had favorable audition. Public speaking experience and proven leadership ability. Good sports background includes coaching and state boxing judge. Tape. Box 703C, B•T.

Staff announcer. Intelligent, facile delivery of news, commercials, and DJ work. Good potential, reliable. Can operate own board, vet, will travel. Box 704C, B•T.

Sports director, presently employed southwest. Heavy play-by-play experience. Desires baseball, football and basketball work. Preferably with station handling minor league baseball. Air check on request. Box 705C, B•T.

Attention Southern California. Announcer, 15 years experience DJ, news, copywriting, programming and one year radio sales, wants to locate at station in Los Angeles or San Diego area. Will work sales in combination with air work. Have third class ticket. Tape, references, photo on request. Box 706C, B•T.

Top country DJ-announcer. Guitar. Fifteen years experience. Third. Married, permanent. Available January. Box 709C, B•T.

Announcer. Low in experience. High potential, good delivery. Looking for right opening. Experience in news, commercials, and DJ work. Can operate my own board. Box 711C, B•T.

Quality operation in larger market being sought by experienced announcer. Box 716C, B•T.

10 years experience; currently employed; good voice; good operation. Creative—can sell—reliable—morally straight—enjoy responsibility. Wish to locate near Ohio area. Box 719C, B•T.

Easy, relaxed DJ, good news. Married, vet, experienced in medium market. Box 730C, B•T.

Staff announcer, currently employed, wishes similar position on east coast. Will also consider good am with tv talent opportunities. Box 732C, B•T.

Sportscaster, veteran, currently employed. 5 years am-tv experience. College graduate. References on request. Desire metropolitan market. Box 733C, B•T.

Announcer 3½ years experience. Presently employed. Wants permanent spot in Florida or east coast. Available middle of January. Box 735C, B•T.

Announcer, technical school graduate with 2nd phone license. Strong country and popular music, $70.00 minimum, car. Six months experience as DJ, engineer, news director. Desire position with independent midwest station. Box 738C, B•T.

Announcer—limited experienced. Plenty of ambition and potentiality. Experience in news, commercials and disc jockey work. Please write. John J. Bobinski, 94 Center Street, Clifton, New Jersey.

Staff reduction makes available one year experience, tv production, radio announcing, all sports, selling, writing news, operator. References, college grad, veteran, family, salary open. Don Clinger, WBEX, Chillicothe, Ohio.

Announcer, some experience. Ambitious, good potential. Good on news, commercials, DJ, operate own board. Will travel. Paul De Laura, 336 Dodd Street, East Orange, New Jersey.

Announcer, first phone, two years experience. W. Jackson, 3756 95th St., Jackson Heights, New York.

Announcer, limited experience, good potential, news, commercials, DJ . . . operate my own board. Single, go anywhere. Available immediately. Gus Travers, 170 E. 118 Street, New York 35, N. Y.

Combo—4 years experience radio-tv. Hold first phone — excellent announcer-engineer — capable chief. Available short notice—no phone. Short supply audition tapes. Dale Arrow, General Delivery, Ft. Pierce, Florida.

Announcer wants west, $65. Box 314, Bensonia, Michigan.

FOR SALE

If you are going to open a 1000 watt station, here is all the equipment you need—all is Excellent shape

TRANSMITTER EQUIPMENT

1 Collins Type 20V 1000/500 Watt AM Broadcast Transmitter complete with Tubes, Crystals ground to 1300kc
1 Remote Antenna Current Meter Kit for 20V
1 General Radio Type 1181A Frequency Monitor
1 General Radio Type 1931A Modulation Monitor
(Both complete with tubes)
1 Collins Type 26W-1 Limiting Amplifier, complete with tubes
1 Collins Type 619B-2 Rack Cabinet (76″ x 18″)
1 Collins Type 265D-2 Jack Panel (24 pr)
4 24″ Patch cords

STUDIO EQUIPMENT

1 Collins Type 212B-2 Seven Position Studio console, complete with tubes, etc.
2 Rek-O-Kut Type B-16H Three Speed Transcription Turntable Chassis Only, Less Cabinet
2 Gray Type 108B Viscous-Damped Transcription Arm with Slide-in Features
2 Gray Type 602 Filter For Use With 108B Arm
4 GE Type RPX-046 Cartridge only (Less Styli)
2 GE Type RBJ-005 1 Mil Sapphire Styli
2 GE Type RPJ-006 2½ Mil Sapphire Styli
3 Cannon Type XL-3-11 Female Cable Type Connectors
8 Cannon Type XL-3-12 Male Cable Type Connectors
5 Cannon Type XL-3-13 Female Receptacle
1 RCA Type 44 BX Dynamic Microphone
2 Electro-Voice Type EV-635 Dynamic Microphones
1 Atlas Type MS-25 Program Stand
2 Atlas Type DS-7 Desk Stand
1 Atlas Type BS-36M Boom Stand
3 Jenson Type P8-SX 8″ 8 Watt PM Speakers with #Z-3324 Matching Transformer
3 Jenson Type H-81 Corner Mtg. Speaker Cabinet for 8″ Speaker
1000′ #30AWG Shielded Audio Hookup wire, 2/c 3 Amp,
300′ #16AWG Shielded Audio Hookup Wire
200′ Shielded Microphone Cable (Belden #8422)
1 Magnecord Type PT6-VAH (Voyager). One Cabinet Portable Tape Recording Equipment. Consisting of Type PT6-AH Basic Recorder and Type PT6-V Single Channel Amplifier

ANTENNA, GROUND AND ERECTION

1 Stainless Type G-24 Guyed, Insulated AM Tower, 300′ High, Complete With Base Insulators, Guy Insulators, Guy Wire, Hardware, Anchor Bolts and Erection DWGS.
1 Set Lighting Material for 300′ Guyed Tower as Per FCC Spec.
1 Andrew #7200 (Fisher-Pierce) Photo Electric Tower Lighting Switch.
1430 Lb #9 used Semi-Hard Bare Copper Ground Wire (Approx. 36,000 Ft.)
100 Lb. 2″ x .032 Copper Strap for Ground System
300′ Length Andrew #737 Semi-Flexible Coaxial Transmission Line, Complete With #1703-GV Inlet Seal and #1703-P End Seal.
1 Collins Type 42E-5 Antenna Tuning Unit Housed in Weatherproof Cabinet.
1 Collins Type 23D-1 Single Phase Tower Lighting Filter Housed in Weatherproof Cabinet (1500w.)
5 8′ x 24′ Truscon Expanding Copper Ground Screen Sheets

OFFICE EQUIPMENT

1 Karr Conelrad Unit
1 Eicor Tape Recorder

If Interested Contact

Bert Bank

Radio Station WTBC

Tuscaloosa, Alabama

RADIO

Situations Wanted—(Cont'd)

Announcers

Europe's loss is your gain. Two top deejay's just returned from AFN Frankfurt, Germany. Plenty stateside experience. Work separate if needed. Travel anywhere for good price. Prefer day-night operation. Nothing under $100. Phone if you really want us. CLearbrook 5-4743 (write) 706 N. Pine, Mt. Prospect, Illinois.

Top-notch personality air salesman who can sell his own show now available. Hal Masters, 1412 Betman Blvd., North Fort Myers, Florida. Phone Edison 4-6863.

Looking for help? Write us! We have the "right" person for the "right" position! Commercial Employment, 652 Chestnut Street, Gadsden, Alabama.

Technical

Capable, qualified chief engineer—experienced in construction-maintenance-directionals—remote control. No announcing. Box 721C, B•T.

Programming-Production, Others

Sales minded program director! Will program your station to attract, hold, sell listeners. 7½ years experience! National and local sales! Plus programming! Young, energetic, ideas, permanent, veteran. Box 713C, B•T.

Attention—Iowa, South Dakota, Nebraska, Wyoming. Newsman, eight years local reporting, five years present Iowa station. Responsible, sober, community man, top references. Lew Hudson, KBOE, Oskaloosa, Iowa.

Available after January first. Program-news director experience. Prefer Detroit area but will consider any offer: Radio or tv. 2450-40th Street, Port Huron, Michigan.

TELEVISION

Help Wanted

Salesmen

Account executive, tv sales. Opportunity for experienced tv salesman who has record of permanency and can prove sales results. Our top salesman leaving January 1st to take Area Sales Managers job with film company and we hold his list intact as long as possible. Basic major network station in mid-Atlantic state. Stable, substantial market. Send complete details first letter. Box 693C, B•T.

Television salesman. Aggressive, dependable salesman needed, preferably with television experience. Individual with tv background other than selling will be considered. This local sales opening is an opportunity to advance in experience and income. Substantial billings already available, through takeover of current account list. CBS-TV network station, east, with new facilities in excellent market, include photograph and full details with reply. Box 694C, B•T.

Announcers

Wanted: Staff announcer, some specialty work. We need a man with ideas. It's all television, no radio. Apply in writing or in person only. No phone. Peter F. Gallagher, Program Director, WGLV-TV, Easton, Pennsylvania.

Wanted: Top-notch announcer for strictly tv operation. Will accept experienced radio announcer. Send resume, tape and references. Tom Matthews, WNEM-TV, Bay City, Michigan.

Technical

Wanted—tv technician, college graduate preferred, FCC first class radio-telephone license required. Good starting salary with opportunity for advancement. State experience in letter. Vhf network affiliated maximum power station. Box 698C, B•T.

Maintenance technician with at least 1 year's experience in maintenance of tv equipment. Salary depends on experience. Send resume, photo and references. Midwest location. Box 701C, B•T.

TELEVISION

Help Wanted—(Cont'd)

Technical

Michigan full-power vhf requires transmitter engineering personnel, including supervisory. Send full details on training, experience, salary requirements. Box 728C, B•T.

Established South Carolina vhf has excellent opening for experienced transmitter engineer. Give complete resume first letter. Box 737C, B•T.

Wanted: Tv transmitter engineer. Experienced preferred. Good working conditions. Write or wire C. R. Secrist, KID-TV, Box 701, Idaho Falls, Idaho, or call JA 2-5100.

Immediate opening for tv engineer. Network vhf station. KKTV Colorado Springs, Colorado. Willis Shanks.

Wanted engineer to work in tv. Experience not necessary. First class license required. Contact Chief Engineer, WINK-TV, Fort Myers, Florida.

Experienced tv maintenance man. Days; transmitter or studio. Send resume. Chief Engineer, WKNO-TV, 268 Jefferson Ave., Memphis, Tennessee.

Engineer, first class license, for network vhf affiliate, studio and transmitter. Contact Chief Engineer, WXEX-TV, Petersburg, Virginia.

Programming-Production, Others

Production manager-director. A better-than-average opportunity awaits a better-than-average applicant. Thoroughly experienced, live-wire, with workable ideas for good low-budget production. Versatility and imagination essential, as is ability to produce, direct, switch and handle other production details, including traffic and copy supervision. State starting salary expected, give full particulars about previous experience and attach small snapshot. Confidential. Contact Bob Bostian, WAKR-TV, Akron, Ohio.

Wanted immediately. Experienced continuity director. Salary open. Send resume, and references to Tom Mathews, WNEM-TV, Bay City, Michigan.

WE RECOMMEND

THESE GRADUATES WHO ALL HAVE HAD EXTENSIVE INDIVIDUAL INSTRUCTION IN OUR HOLLYWOOD AND WASHINGTON, D.C. STUDIOS. THEIR INDIVIDUAL ABILITIES INCLUDE RADIO-TV CONTINUITY, CAMERA WORK, DIRECTING, FLOOR WORK, FILM EDITOR, PRODUCTION ASSISTANT, ANNOUNCING AND NEWS. IN ADDITION, THEY HAVE BEEN TRAINED IN ALL PHASES OF TV PRODUCTION. THERE IS A NORTHWEST GRADUATE ESPECIALLY TAILORED FOR YOUR SPECIFIC NEEDS. CALL NORTHWEST FIRST. WIRE, PHONE OR WRITE, JOHN BIRREL, EMPLOYMENT COUNSELOR.

NORTHWEST

RADIO & TELEVISION

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HO 4-7822

CHICAGO, ILLINOIS. . . . . . 540 N. Michigan Avenue
DE 7-3836

WASHINGTON, D. C. . . . . . 1627 K Street N. W.
RE 7-0343

TELEVISION

Situations Wanted

Announcers

Announcer specialist—commercial and emcee—third year tv—ready to locate permanently in metropolitan market. Box 692C, B•T.

Available January! Announcer-director. Broad experience. Good "team" man! Large city! Box 696C, B•T.

Announcer—10 years experience in radio-tv. Can double in sales, camerman, director. Presently employed tv. Married. 34, family man, sober, reliable. Box 718C, B•T.

Technical

Tv engineer 1st phone, 7 years experience all phases installation, maintenance. Also good production, slide and 16mm film processing. Locate midsouth or southwest. Box 695C, B•T.

Programming-Production, Others

Producer-director. Desires change—present employment secure. 3 years senior director. Full power CBS-ABC affiliate. Box 707C, B•T.

Radio-tv news director, seven years experience, all phases, including on-camera work, newsreel knowhow, plus still photography. Excellent references. Box 717C, B•T.

FOR SALE

Stations

For sale: Prosperous midwest 500 watt daytime farm station with consistent 6 a.m. sign on. Box 708C, B•T.

Florida coastal playground with business diversification. Regional station. $112,000 total price on terms. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Listing TD. Southwest AM station. Highly industrialized and diversified market. County seat. Served by five railroads, and accessible by air-direct, by deluxe name trains (through cars from New York City) and national highways. Huge military installation. Virtually unlimited water supply. Mild climate. Market 70,000. Fine public schools, private college, and Catholic schools. Gateway to large year-round resort area, with deluxe lodges, boating, fishing, covered by the 0.5mvm signal of the station, per owner's data. Requires $22,500 cash. Ralph Erwin. Broker. 1443 South Trenton. Tulsa. No information by telephone.

The Norman Company, 510 Security Bldg., Davenport, Iowa. Sales, purchases, appraisals, handled with care and discretion, based on operating our own stations.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Kilowatt daytime in middle-Atlantic state. Two station market in excess of 100,000. Now making money with plenty of future potential. Ideal for resident owner-manager operation. Profit under this arrangement in high four figure category. Can easily be built into five figures. Information only to financially qualified prospects. Give financial qualifications in letter of inquiry. $65,000 if cash. And will consider terms. Box 745C, B•T.

Equipment

Western Electric 10 kw fm transmitter. Recently completely overhauled and in first class condition. Includes Gates remote control and set FCC spares. Write or wire Box 964A, B•T.

RCA, 10 kw diplexer, channel 3. 2 RCA harmonic filters, 10 kw for 60 to 72 mc. Hi-band conversion for RCA TT-5A transmitter. Contact John Gort, KDLO-TV. Garden City, S. D.

Here's a bargain on a Standard Transcription library. 165 discs for $275.00. Worth over $900.00. Never used. Reply KDIO, Ortonville, Minnesota.

For sale—265 foot self-supporting Lehigh. Good condition. Heavy construction. Ideal for am, fm or tv tower. WKBC, North Wilkesboro, North Carolina.

Complete DuMont multiscanner including power supplies, projectors light source, etc. One DuMont stabilizing amplifier. 9 channel switcher, DuMont sync. generator. All equipment in excellent condition used approximately two years. Will make excellent price. Will accept cash time payment, station stock or will trade equipment. For further details, contact Harry Travis, WNEM-TV, Bay City, Michigan.

FOR SALE

Equipment

Mobile radiotelephones, complete, sacrifice $125. RCA 500 watt broadcast transmitter, $495. Telecom, 82 Lower Main, Matawan, N. J.

WANTED TO BUY

Stations

Responsible executive with 12 years of radio experience in all phases of the business is interested in purchasing all or part of Wisconsin, Michigan or Minnesota station. Will take active part on sales, programming, management. Reply Box 698C, B•T.

Attention: Virginia and North Carolina. Experienced young am owner-manager with all necessary qualifications desires to purchase all or control radio station in nice community not under 10,000 preferably in Western half of state, for permanent residence and active ownership-management. All replies confidential. Personal contact in near future arrange. Box 722C, B•T.

Wanted to lease: 1kw daytimer in North Carolina. We're ready January 30th. Box 736C, B•T.

Equipment

Wanted to buy: One used 1kw AM transmitter for standby for cash. Send details and price. Box 907A, B•T.

Wanted to buy: 2—639A Western Electric microphones. Box 710C, B•T.

RCA 73B lathe with M1 118 50-C heads or Fairchild preferred. Please write to WINZ, Biscayne Terrace Hotel, Attention Mr. Molic.

Wanted: RCA 10kw fm amplifier and power supply for use with RCA BTF-3B transmitter. State price and condition. Reply Mr. D. Robinson, WNIB, Chicago 24, Ill.

Wanted: Several two way mobile units, 6 and 12 volt, 35.70mc, or those that can be converted to this frequency, also condition, age, and make, price of units. Jess Tepner Chevrolet Co., Creighton, Nebraska, Box 47.

INSTRUCTION

FCC first phone in 12 weeks. Home study or resident training. Our schools are located in Hollywood, California, and Washington, D. C. For free booklet, write Grantham School of Electronics, Desk H-B, 1505 N. Western Avenue, Hollywood 27, California.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1627 K Street, N.W., Washington, D.C.

RADIO

Help Wanted

Managerial

MANAGER

For progressive station located in top Southeastern market. This is an ideal opportunity for experienced manager to join top-flight operation. Must be experienced in competitive markets, and strong on sales. Excellent salary, plus percentage of profits. Also opportunity to acquire interest in operation. Send complete details, resume, photo to Box 744C, B•T.

Salesmen

ACCOUNT EXECUTIVES

WOKE, Oak Ridge, Tennessee, the largest independent fulltime station in East Tennessee has several openings on its sales staff for aggressive, hard working-producing account executives. These are *salaried positions,* with the only limit being your ability to produce. This is a high income market, with a great potential that has not been realized. If you are interested in starting 1957 on the right foot contact

O. J. McReyolds
General Manager
Radio Station WOKE
Oak Ridge, Tenn.

PREFERRED ENGINEERING OPPORTUNITIES

TRANSMITTER ENGINEERS

TV-AM-FM

SENIOR POSITIONS

MAJOR MULTIPLE OPERATOR

IN

KEY EASTERN MARKETS

WRITE IN DETAIL TO

BOX 743C, B•T

All replies held in strictest confidence

RADIO

Help Wanted—(Cont'd)

Salesmen

SALES MANAGER

If you are a sales manager and would like to work with a fast-growing mid-south station, if you have ideas and executive ability, if you are interested in a substantial salary and overwrite—then we are interested in you. Write to Box 705C, B•T.

Programming-Production, Others

NEWSMEN

Midwest 50,000 watt network affiliate seeks applications from highly qualified radio newsmen able to edit, rewrite and broadcast. Competitive auditions underway for a position in top-rated news department. Give full data in letter: Experience, salary expected and recent photo. Send tape.

Write Box 690C, B•T

Situations Wanted

Announcers

SPORTS ANNOUNCER

10 years major market experience. Audition tape or personal interview.

Box 652C, B•T

TELEVISION

Help Wanted

Programming-Production, Others

PROMOTION MANAGER

Television Station Promotion Manager good Western VHF market. Successful applicant must combine knowledge all sales promotion statistical and accounting procedures, competitive costs, local and national advertising, merchandising and publicity, make-up, layout, and copy. State minimum salary required and availability.

Box 671C, B•T

TELEVISION

Situations Wanted—(Cont'd)

Managerial

WE'VE GOT YOUR MAN

and we hate to let him go.

He has done his job here extremely well but our billings are down and we are cutting down our programming and staff. He is an excellent operations man, knows programming in and out and has plenty of talent. If you need an Operations Manager, Program or Production Director or general all-round efficiency expert, here's your boy. We pay him $7,800 and we want to get him something as good or better before he leaves here. Write or wire Box 723C, B•T, then we'll phone you more details.

EMPLOYMENT SERVICES

PLAN AHEAD

You never know when you'll need a new copywriter, announcer, sales or technical advisor. We have the BEST in our files. All references checked—Call on Barney—the matchmaker.

BARNARD EMPLOYMENT
Suite 1116
202 S. State Chicago Wabash 2-2306

INSTRUCTION

96% OF ALL GRADUATES OFFERED POSITIONS IN RADIO OR TV!

Courses in Announcing, Acting, Writing, Production. 1 year of intensive training. Founded in 1934. Professional teachers with national network background. Term starts January 28th.

NATIONAL ACADEMY OF BROADCASTING
3338 16th Street, N.W.
Washington, D. C.
Dept. B

SERVICES

ANNOUNCERS—DJ'S
Record Your Auditions at B.C.A.

We Know What Stations Want
Not just recording, but expert coaching help, too! Guaranteed lowest rates anywhere.

Broadcast Coaching Associates
1733 Broadway, N. Y. C. JU 6-1918

Did you let a good one get away?

The man* you're looking for may have a Classified Advertisement in this week's issue of Broadcasting•Telecasting!

For radio-tv personnel, equipment, services or stations to buy or sell, tell everyone that matters in the Classified pages of Broadcasting•Telecasting.

* Or job.

prehearing conference; evidentiary hearing will begin Jan. 25, 1957, re am application of WGSM. Action Dec. 10.

December 13 Applications

ACCEPTED FOR FILING

License to Cover Cp

WWBC Bay City, Mich.—Seeks license to cover cp which authorized new am.

KJEO (TV) Fresno, Calif.—Seeks license to cover cp which authorized new tv.

WJHL-TV Johnson City, Tenn.—Seeks license to cover cp which authorized new tv.

Weed Heights, Nev.—Anaconda Co. seeks license to cover cp which authorized tv translator.

Modification of Cp

KELO-TV Sioux Falls, S. D.—Seeks mod. of cp to extend completion date to 2-12-57.

KLSE (TV) Monroe, La.—Seeks mod. of cp (which authorized non-commercial educational tv) to extend completion date to 3-15-57.

RENEWAL OF LICENSE

KFRB Fairbanks, Alaska; KFXM San Bernardino, Calif.; KHBC Hilo, KGU Honolulu, KGMB Honolulu, KTOH Lihue, all Hawaii; KWIN Ashland, KWRO Coquille, KOAC Corvallis, KRMW The Dalles, KERG Eugene, KORE Eugene, KOIN Portland, KWJJ Portland, all Ore.; KITI Centralia, KCLX Colfax, KGDN Edmonds, KNBX Kirkland, KBAM Longview, KGY Olympia, KOL Seattle, KHQ Spokane, KVI Seattle, KMO Tacoma, KIMA Yakima, all Wash.

RENEWAL OF LICENSE RETURNED

KBYR Anchorage, Alaska. (Dated wrong.)

December 14 Applications

ACCEPTED FOR FILING

License to Cover Up

KDAN Eureka, Calif.—Seeks license to cover cp which authorized new am.

WLPO La Salle, Ill.—Seeks license to cover cp which authorized increase power, install DA-D and install new trans.

WJJL Niagara Falls, N. Y.—Seeks license to cover cp which authorized change ant.-trans. location and change type trans.

KQUE Albuquerque, N. M.—Seeks license to cover cp which authorized change frequency, increase power and install DA and new trans.

KFJM Grand Forks, N. D.—Seeks license to cover cp which authorized change frequency, change hours of operation and change remote control point.

KWRO Coquille, Ore.—Seeks license to cover cp to replace expired cp which authorized change frequency, increase power, change hours, change ant.-trans. location, operate trans. by remote control, increase ant. height and install new trans.

WJGD Columbia, Tenn.—Seeks license to cover cp which authorized new am.

KAGT Anacortes, Wash.—Seeks license to cover cp which authorized new am.

Modification of Cp

KLVI Vivian, La.—Seeks mod. of cp (which authorized new am) to extend completion date.

KHTV (TV) Twin Falls, Idaho—Seeks mod. of cp (which authorized new tv) to extend completion date to 7-25-57.

WJMS-TV Ironwood, Mich.—Seeks mod. of cp to extend completion date to 7-1-57.

KILT (TV) El Paso, Tex.—Seeks mod. of cp to extend completion date to 7-1-57.

RENEWOL OF LICENSE

KHON Honolulu, KANI Kaneohe, KMVI Wailuku, all Hawaii; KAST Astoria, KLAD Klamath Falls, KPDQ Portland, KPOJ Portland, KRXL Roseburg. KSLM Salem, all Ore.; KBRO Bremerton, KXLE Ellensburg, KFDR Grand Coulee, KLOG Kelso, KWIQ Moses Lake, KLAN Renton, KALE Richland, KTW Seattle, KTNT-AM-FM Tacoma, KPQ Wenatchee, KUTI Yakima, all Wash.

RENEWAL OF LICENSE RETURNED

KEX Portland, Ore. (Dated wrong.)

REMOTE CONTROL

WAUG Augusta, Ga.; WKJB Mayaguez, P. R.

December 17 Applications

ACCEPTED FOR FILING

License to Cover Cp

KPIN Casa Grande, Ariz.—Seeks license to cover cp which authorized new am.

WMAF Madison, Fla.—Seeks license to cover cp which authorized new am.

WCKR Miami, Fla.—Seeks license to cover cp which authorized install new trans. and change studio location to main trans. location.

KRNY Kearney, Neb.—Seeks license to cover cp which authorized new am.

WEAV Plattsburgh, N. Y.—Seeks license to cover cp which authorized increase power, install new trans., change ant.-trans. location and make changes in DA system.

WTRN Tyrone, Pa.—Seeks license to cover cp which authorized increase ant. height.

Modification of Cp

WVEC-TV Hampton, Va.—Seeks mod. of cp to extend completion date to 7-4-57.

RENEWAL OF LICENSE

KUIN Grants Pass, KGAY Salem, KEED Springfield, all Ore.; KVOS Bellingham, Wash.

December 18 Decisions

BROADCAST ACTIONS

By the Broadcast Bureau

Actions of December 14

WWBC Bay City Mich.—Granted license for am station.

WJGD Columbia, Tenn.—Granted license for am station and change type trans.

WNPT Tuscaloosa, Ala.—Granted license covering increase D power and install new trans. for D operation.

KFDA Amarillo, Tex.—Granted license to change type trans., change trans. and studio location and delete remote control operation of trans.; condition.

KTLD Tallulah, La.—Granted mod. of license to change studio location and operate trans. by remote control.

WKRZ Oil City, Pa.—Granted permission to remain on air 7:15-8:45 p.m., Tues. and Thurs. and 7:30-8:30 p.m., Sun. beginning Dec. 19 and ending Jan 2, 1957 (Grove City College's Christmas recess).

WEMR Emporium, Pa.—Granted request to cancel license of am station. Call letters deleted.

WTLS Tallassee, Ala.—Granted request to cancel license of am station. Call letters deleted.

Following were granted extensions of completion dates as shown: **WBFY Charlottesville, Va.,** to 4-9-57; **KLVI Vivian, La.,** to 2-4-57; **KRBI St. Peter, Minn.,** to 2-7-57.

Actions of December 13

KID-TV Idaho Falls, Idaho—Granted license for tv station (ch. 3).

WHIS-TV Bluefield, W. Va.—Granted license for tv station (ch. 6); ERP vis. 50 kw, aw. 29.5 kw.

WEAT-TV West Palm Beach, Fla.—Granted license for tv station (ch. 12); ERP vis. 63.1 kw DA, aur. 33.9 kw DA.

WEAU-TV Eau Claire, Wis.—Granted license covering change facilities of tv station.

KTBC-TV Austin, Tex.—Granted license covering change facilities of tv station (ch. 7); ERP vis. 234 kw DA, aur. 117 kw DA.

WISN-TV Milwaukee, Wis.—Granted license for aux. trans. and ant. system and to specify studio location.

WCMT Martin, Tenn.—Granted mod. of cp to change ant.-trans. location.

WAUG Augusta, Ga.—Granted authority to operate trans. by remote control.

WKJB Mayaguez, P. R.—Granted authority to operate trans. by remote control.

Following were granted extensions of completion dates as shown: **KELO-TV Sioux Falls, S. D.,** to 2-12-57; **KLSE (TV) Monroe, La.,** to 3-15-57.

WSAJ Grove City, Pa.—Granted permission to remain silent beginning Dec. 19 and ending Jan. 2, 1957, in order to observe College Christmas recess.

Actions of December 12

KGAY Salem, Ore.—Granted license to change power and type trans.

WVCG Coral Gables, Fla.—Granted cp to make changes in ant. system.

KBMB-TV Bismarck, N. D.—Granted mod. of cp to change trans. and studio location, change ERP to vis. 36.2 kw, aur. 16.9 kw, and make ant. changes (ant. 387 ft.).

WCHK Canton, Ga.—Granted mod. of cp to change ant.-trans. and studio location and change type trans.

KULA Honolulu, T. H.—Granted mod. of cp to move ant.-trans. and studio location; conditions.

KGU Honolulu, T. H.—Granted mod. of cp to move ant.-trans. location; condition.

Following were granted extensions of completion dates as shown: **WISE-TV Asheville, N. C.,** to 6-29-57; **WHCI (TV) Hartford, Conn.,** to 7-6-57; **WTTW (TV) Chicago, Ill.,** to 7-6-57; **WTWO (TV) Bangor, Me.,** to 7-11-57; **WATV (TV) Newark, N. J.,** to 1-31-57; **WALB-TV Albany, Ga.,** to 6-23-57; **KSAN-TV San Francisco, Calif.,** to 6-22-57; **WAFB-TV Baton Rouge, La.,** to 5-28-57; **WATR-TV Waterbury, Conn.,** to 6-29-57; **KKTV (TV) Colorado Springs, Colo.,** to 6-20-57; **WCHK Canton, Ga.,** to 4-1-57.

Actions of December 11

WLEO Ponce, P. R.—Granted license for am station.

KSLR Oceanside, Calif.—Granted license for am station; conditions.

KDES Palm Springs, Calif.—Granted license for am station.

KOWL Bijou, Calif.—Granted license for am station.

KRKS Ridgecrest, Calif.—Granted license for am station.

WMUB Oxford, Ohio—Granted license to cover cp for changes in licensed station.

WMBR-FM Jacksonville, Fla.—Granted license covering changes in licensed station.

WJAX-FM Jacksonville, Fla.—Granted license covering changes in licensed station.

WMRP Flint, Mich.—Granted license to increase power and install new trans.; condition.

WJKO East Longmeadow, Mass.—Granted license to change ant.-trans. and studio location; change station location and change from DA-D to non-DA.

WINX Rockville, Md.—Granted license covering change of facilities, install DA-N, change type trans. and operate trans. by remote control while using non-DA; conditions.

WBEE Harvey, Ill.—Granted license covering increase power, install new trans. and DA-D; conditions.

KUAM Agana, Guam—Granted license covering change in ant. system (mount tv tower near top); conditions.

WDEC Americus, Ga.—Granted license covering change facilities, and install new trans.

WFMX (FM) New York, N. Y.—Granted mod. of cp to change ERP to 15 kw and change ant. system (ant. 560 ft.).

Following were granted extensions of completion dates as shown: **WBRC-FM Birmingham, Ala.,** to 4-1-57; **KHSL-TV Cohasset, Calif.,** to 3-15-57; **KETV (TV) Omaha, Neb.,** to 6-27-57; **KSD-TV St. Louis, Mo.,** to 6-20-57; **KTVC (TV) Ensign, Kan.,** to 6-1-57.

Actions of December 10

KFNV Ferriday, La.—Granted license for am station and specify type trans.

WDMF Buford, Ga.—Granted license for am station.

WQXR New York, N. Y.—Granted license covering increase power, install DA-1 and change type trans.; condition.

KILO Grand Forks, N. D.—Granted license covering change ant.-trans. location, make changes in ant. system, operate trans. by remote control, and change type trans.

WICY Malone, N. Y.—Granted license covering change ant.-trans. location, change studio location, make changes in ant. (increase height) and ground system, operate trans. by remote control and specify type trans.

WKJG Fort Wayne, Ind.—Granted cp to make changes in ant. system (decrease height, remove fm ant. from No. 5 tower).

WNYS Salamanca, N. Y.—Granted mod. of cp to change type trans. and make changes in ant. (increase height).

WRIP Gloucester, Va.—Granted mod. of cp to change ant.-trans. location.

KAFA Colorado Springs, Colo.—Granted mod. of cp to change studio location, change type trans. and operate trans. by remote control.

KBKI Alice, Tex.—Granted authority to operate trans. by remote control.

WOOO DeLand, Fla.—Granted authority to operate trans. by remote control.

KPOO San Francisco, Calif.—Granted extension of completion date to 2-28-57; conditions.

KSBW Salinas, Calif.—Granted extension of completion date to 6-25-57; conditions.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham

Indian City Bcstg. Co., Anadarko, Okla.—Granted petition for dismissal without prejudice of its am application. Action Dec. 12.

Western Ohio Bcstg. Co., Greenville, Ohio—Granted petition for dismissal without prejudice of its am application. Action Dec. 14.

By Hearing Examiner Herbert Sharfman

James W. Miller, Milford, Conn.—Granted motion for continuance in am proceeding on its application, *et al;* evidentiary hearing is continued from Feb. 13 to March 13, 1957. Action Dec. 14.

Rochester, Minn.—On oral request of **WTCN Minneapolis, Minn.,** and without objection by counsel for **Rochester Bcstg. Co.,** Rochester, and Broadcast Bureau, ordered that time for filing proposed findings of fact and conclusions is extended from Dec. 18 to Dec. 28, in am proceeding on Rochester Bcstg. Co. Action Dec. 14.

By Hearing Examiner H. Gifford Irion

Islip, N. Y.—Upon oral request of **Great South Bay Bcstg. Co.,** Islip, *et al*, ordered that hearing re their am applications is continued from Dec. 14 to Dec. 21. Action Dec. 13.

By Hearing Examiner Basil P. Cooper

Casper, Wyo.—Granted joint petition of **Donald Lewis Hathaway** and **Casper Mountain Television Corp.** for continuance of further prehearing conference in ch. 6 proceeding from Dec. 12 to Jan. 8, 1957. Action Dec. 12.

Port Arthur, Tex.—Granted joint petition of **Port Arthur College, Smith Radio Co.** and **Jefferson Amusement Co.,** Port Arthur, for continuance of further hearing in ch. 4 proceeding from Dec. 13 to Jan. 3, 1957. Action Dec. 12.

By Chief Hearing Examiner James D. Cunningham

Gulf Isles Bcstg. Co., Palmetto, Fla.; Sunshine State Bcstg. Co., Bradenton, Fla.—Granted petition of Gulf Isles for dismissal without prejudice of its am application, and returned to processing line am application of Sunshine State. Action Dec. 17.

By Hearing Examiner Herbert Sharfman

Flint, Mich.—Granted oral request of **Trebit Corp.** and **W. S. Butterfield Theatres Inc.,** Flint, for continuance of hearing from Dec. 17 to Dec. 18, in ch. 12 proceeding, Flint. Action Dec. 17.

December 18 Applications

ACCEPTED FOR FILING

License to Cover Cp

KCMS Manitou Springs, Colo.—Seeks license to cover cp which authorized new am.

WNIL Niles, Mich.—Seeks license to cover cp which authorized new am.

WSJM St. Joseph, Mich.—Seeks license to cover cp which authorized new am.

KGKO Dallas, Tex.—Seeks license to cover cp which authorized increase D power, install new trans. and make changes in DA-D pattern.

KWIC Salt Lake City, Utah—Seeks license to cover cp which authorized new am and specify type trans.

Tucumcari, N. M.—Triple "S" Tv & Radio Clinic seeks license to cover cp which authorized tv translator.

Modification of Cp

KTRI (TV) Albany, N. Y.—Seeks mod. of cp to extend completion date to 7-16-57.

WSPA-TV Spartanburg, S. C.—Seeks mod. of cp to extend completion date to 6-1-57.

KOTA-TV Rapid City, S. D.—Seeks mod. of cp to extend completion date to 6-1-57.

KTVW (TV) Tacoma, Wash.—Seeks mod. of cp to extend completion date to 6-15-57.

December 19 Applications

ACCEPTED FOR FILING

License to Cover Cp

WWPF Palatka, Fla.—Seeks license to cover cp which authorized increase D power.

KYTE Pocatello, Idaho—Seeks license to cover cp which authorized new am and specify studio location as 355 Yellowstone, Pocatello.

WOW Omaha, Neb.—Seeks license to cover cp which authorized new ant. (increase height).

RENEWAL OF LICENSE

KUAM Agana, Guam; KHON Honolulu, KAHU Waipahu, both Hawaii; KPLK Dallas, KODL The Dalles, KOHU Hermiston, KWRC Pendleton, KGW Portland, KEX Portland, KLOR (TV) Portland, all Ore.; KBKW Aberdeen, KRIV Camas, KULE Ephrata, KING Seattle, KHFS Vancouver, KISW (FM) Seattle, KHQ-TV Spokane, all Wash.

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION

1735 De Sales Street, N. W., Washington 6, D. C.

PLEASE START MY SUBSCRIPTION WITH THE NEXT ISSUE.

CHECK ONE

☐ 52 weekly issues of BROADCASTING • TELECASTING	$7.00
☐ 52 weekly issues and BROADCASTING Yearbook-Marketbook	9.00
☐ 52 weekly issues and TELECASTING Yearbook-Marketbook	9.00
☐ 52 weekly issues and both Yearbook-Marketbooks	11.00

☐ Enclosed ☐ Bill

name title/position

company name

address

city zone state

Please send to home address — —

Let's Go For Broke

PROGRESSIVE elements in broadcasting have tried for years to obtain some measure of relief from the inanely rigid law governing political broadcasting.

So far they have failed.

There are two main reasons why Section 315 of the Communications Act remains as an ugly obstruction to the free flow of political information and commentary:

1. Congressmen have a selfish interest in perpetuating a law which they can use to browbeat broadcasters into giving them access to the air when they are campaigning.
2. Broadcasters have never united in support of any one line of attack on the law. There have been divisions of support for this or that amendment. And from one group there has been a total lack of support for any change. This is the gaggle of goose-minded broadcasters who like things as they are, with a government law substituting for the somewhat more trying process of editorial judgment.

In past years we have said that the ultimate objective must be the elimination of Section 315, but coincidentally we have advocated several of the proposals for amendment. It was our view that, in the short range, Congress could be more easily persuaded to change the law than to repeal it.

In retrospect we now doubt whether any of the amendments proposed was in itself important enough to attract, or indeed deserve, united support from broadcasting. While all of the proposed amendments we have endorsed would relieve the situation, none could effect the permanent cure that so obviously must be sought.

Therefore, we now urge all broadcasters—including and especially those who to date have willingly ceded their rights and duties to the government—to unite in a campaign for repeal of Section 315.

The campaign can be organized through the NARTB, whose president, Harold E. Fellows, last week argued forcefully the broadcasters' case before a special House committee. It must be supported by all broadcasters who believe that radio and television are instruments worthy of the respect now accorded the press.

Bitter Pill

AFTER seven years of investigation by the Federal Trade Commission and litigation in high courts, the Dolcin Corp. and three of its officials have been convicted of criminal contempt of court for continuing to broadcast false advertising.

It is hard to believe that a case so thoroughly litigated would turn out to be a miscarriage of justice. Hence, we must assume that Dolcin advertising was, in fact, misleading and that the company and its officials deserve the punishment of the court.

What gives us pause is that the questionable advertising was accepted—after a final decision by the Appellate Court—by so many radio stations. This fact will not embellish radio's record for screening advertising before it is put on the air, particularly after it became known that the Dolcin Corp. was under sharp attack both at the FCC and in the courts.

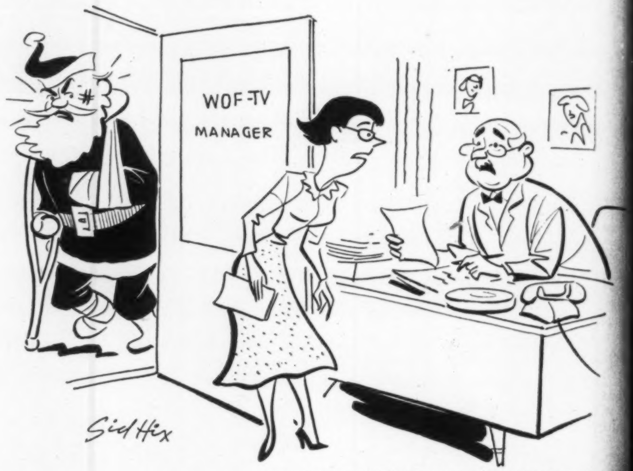
The radio system of America was built upon higher principles than those of the wandering medicine show. Radio has been a primary advertising medium for many legitimate pharmaceutical and proprietary products. Such advertising belongs on radio; indeed, radio has done a conspicuous job in that regard. If the medium accepts the illegitimate product, and by so doing makes suspect its reputation for integrity, it will hazard tarnishing the reputation of the legitimate product as well. That could lead only to withdrawal of the legitimate business.

Charles H. Campbell

LAST week thousands of Americans who knew him mourned the untimely death of Charles H. Campbell, chief of the British Information Services in America. Among them were scores of newsmen in radio and television who had been the beneficiaries of his vast knowledge and of his many kindnesses since the beginning of World War II when he joined the Embassy staff as first secretary in charge of public relations.

Ambassadors came and went, but Charlie Campbell stayed on. He was Her Majesty's unofficial ambassador of good-will. Doors opened everywhere in the British Empire when Mr. Campbell introduced a broadcaster or anyone else. He never argued the British Plan of state control of broadcasting as opposed to the American Free Enterprise system. But when Parliament decreed commercial competition in British television, he became the fountain-head of information and of cooperation in this country.

Great Britain will miss the genius of Charlie Campbell and his dedicated service to his nation. And American newsmen who knew him will miss a distinguished fellow craftsman and a beloved and highly respected friend.



Drawn for BROADCASTING•TELECASTING by Sid H

"Guess who ran into our tv tower last night?"

Union or Goon Gang?

IN Youngstown, Ohio, nine days ago a swarm of goons in a picket line around WKBN-AM-TV assaulted the station's president and its farm director.

The National Assn. of Broadcast Employes and Technicians has been striking against WKBN for two months.

Whether the attackers were members of, hired by or merely sympathetic to NABET is not known. But no matter what their relationship, the union cannot dissociate itself from their acts. The violence occurred on a NABET picket line, and NABET must be held responsible.

Two years ago the equipment of KPIX (TV) San Francisco was sabotaged when NABET struck that station. Three technicians were "tried" by the FCC and their licenses suspended for 90 days as a punishment for their actions. The fact that the Commission later stayed the suspensions pending action on a petition for rehearing does not alter the basic element in the case—malicious tampering with property.

It would be wrong, of course, to assume that two incidents constituted a pattern of behavior. But what guarantee is there that there will not be a third or a fourth?

We imagine many members of NABET who feel a responsibility toward both their union and their employers are considering that question and wishing for an answer from their own NABET leadership.

If NABET does not immediately take steps to prevent future damage to person and property, it will be tacitly admitting that it has resorted, as a matter of policy, to the thug's type of labor warfare.

ON A PAGE otherwise concerned with death, violence, fraud and a struggle for freedom, the greeting "Merry Christmas" may seem frivolous. Yet we say it, meaning no frivolity. The origin of Christmas has been for billions the origin of hope and the triumph over worldly tragedy and evil. It is in that sense that we extend to all our readers our best wishes of the season.

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